

# The State of Philanthropy

Tompkins County  
2013

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# Presentation Agenda

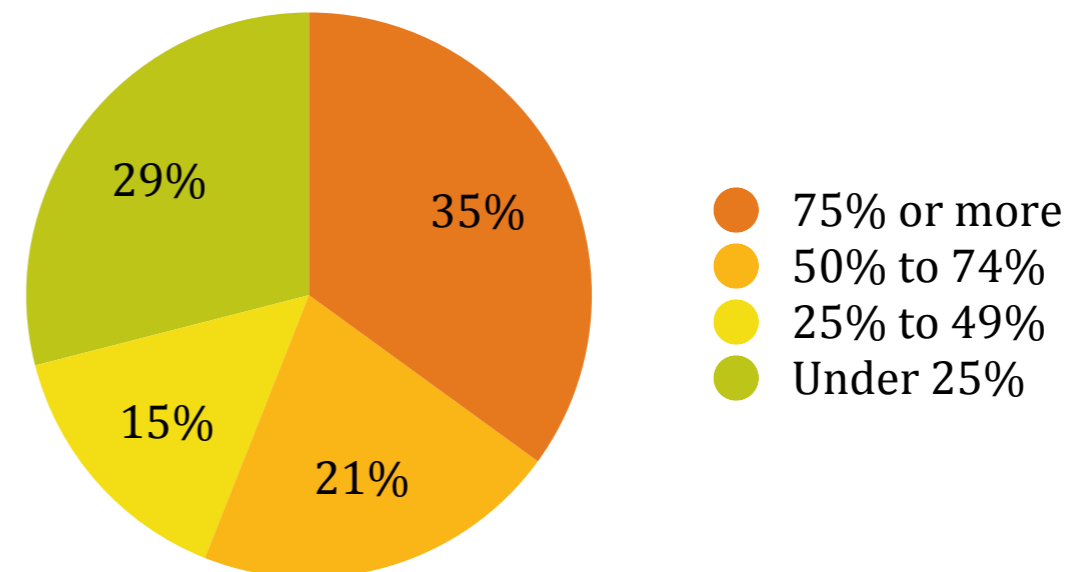
- Current
- Comparison
- Trends
- Forecast
- Recommendations for Next Year

# Current: Philanthropy in Tompkins County in 2008

Current Giving:	USA	New York	Tompkins County
All Income Levels Above \$50,000			
Median Contribution	\$2,564	\$2,266	\$2,329
Median Discretionary Income	\$54,783	\$47,910	\$59,382
Percent of Discretionary Income Given	4.7%	4.7%	3.9%
\$50,000-99,999 Income Level			
Median Contribution	\$2,047	\$1,834	\$1,577
Median Discretionary Income	\$33,985	\$24,633	\$34,730
Percent of Discretionary Income Given	6.0%	7.4%	4.5%
\$100,000-199,999 Income Level			
Median Contribution	\$3,361	\$2,810	\$3,167
Median Discretionary Income	\$80,112	\$71,033	\$79,498
Percent of Discretionary Income Given	4.2%	4.0%	4.0%

- Lower than average percent of discretionary income given across income levels
- Greatest discrepancy among \$50,000-\$100,000 earners
- About half of donations staying in Tompkins County

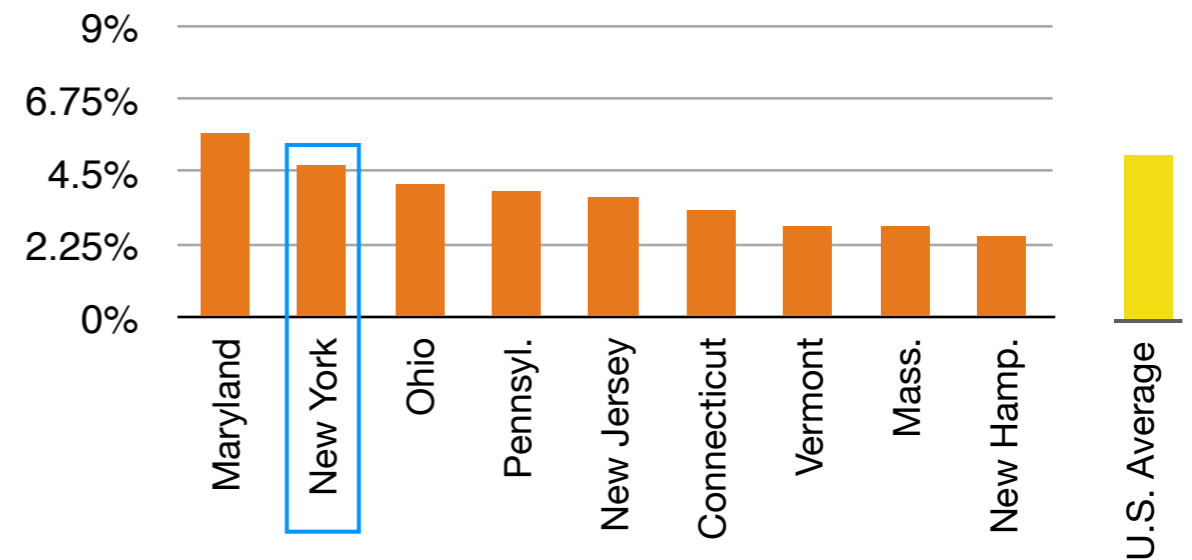
*Percent of total annual individual giving donated to organizations mainly operating in Tompkins County*



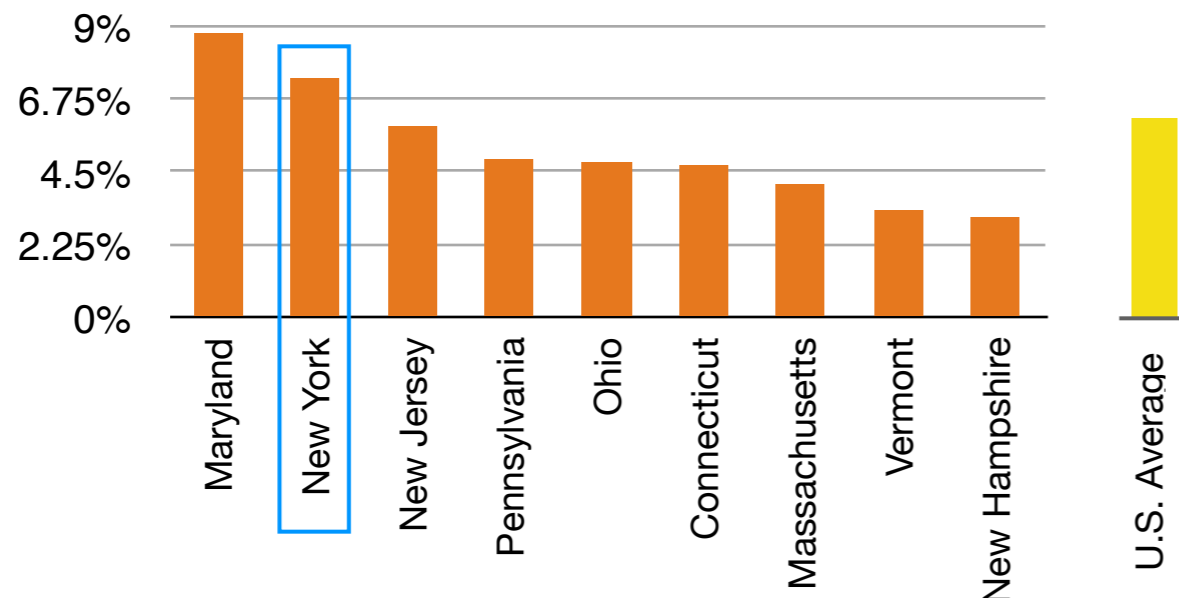
# Current: Philanthropy in New York in 2008

- Regional leader in percent of discretionary income donated
- New York is 18th in the nation in percent of discretionary income given
- Excluding religious giving, New York ranks 2nd in the nation

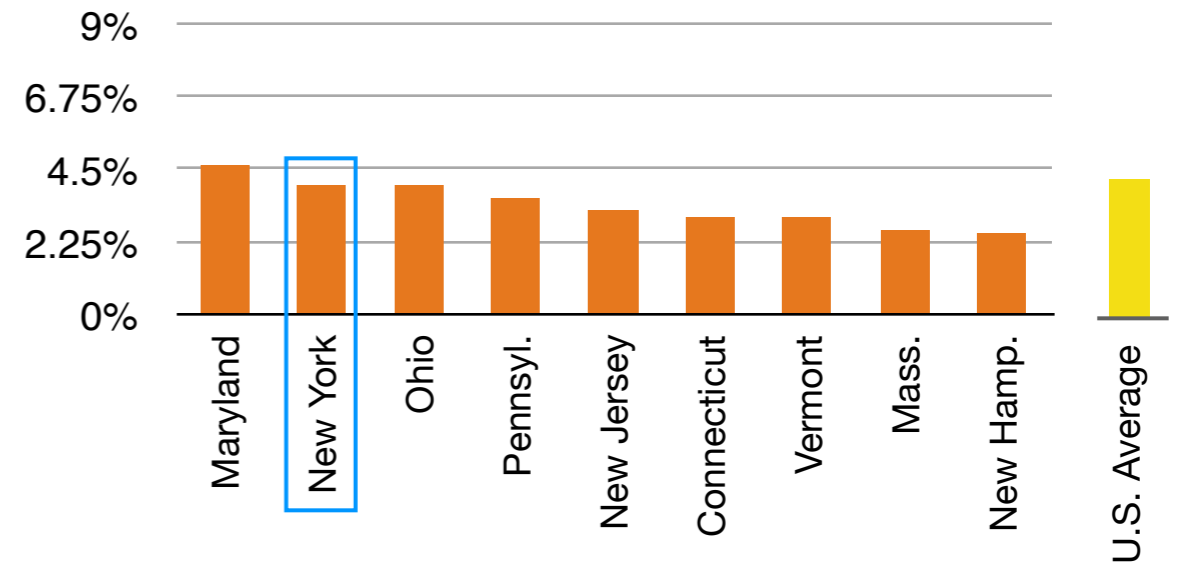
*Percent of discretionary income donated by all individuals earning more than \$50,000*



*Percent of discretionary income donated by all individuals earning \$50,000-\$100,000*



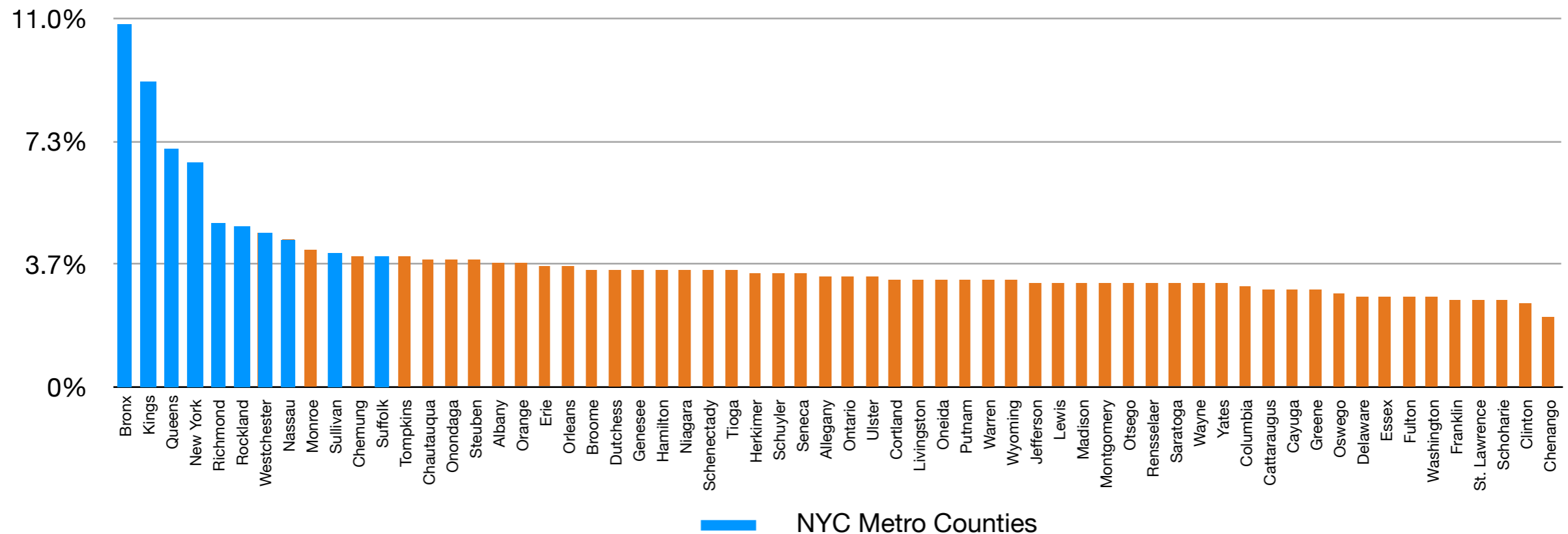
*Percent of discretionary income donated by all individuals earning \$100,000-\$199,999*



# Comparison: Counties of New York

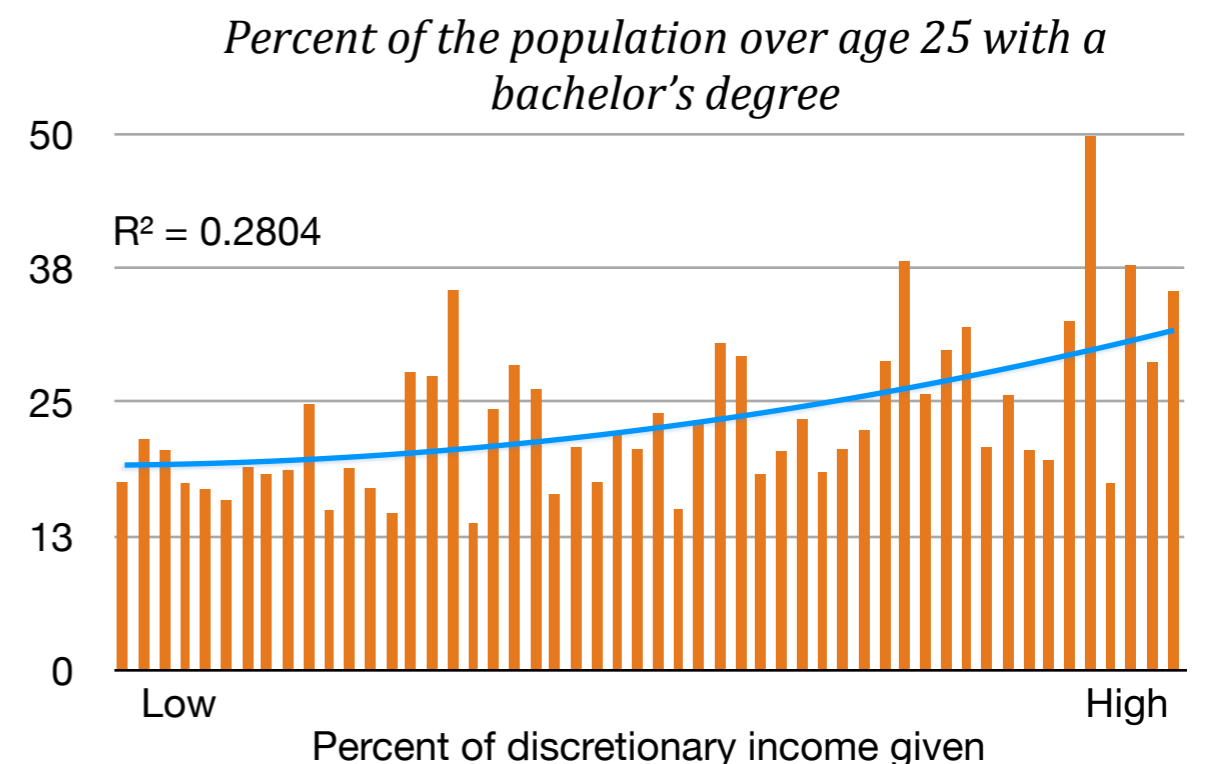
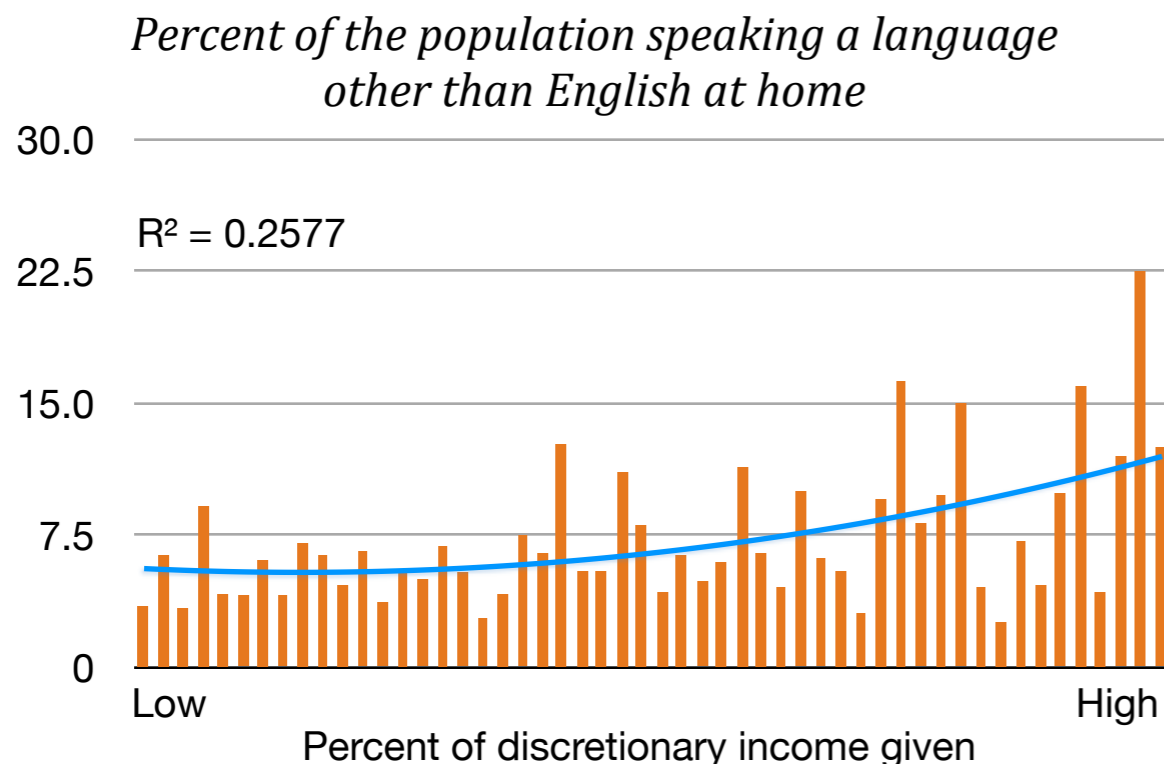
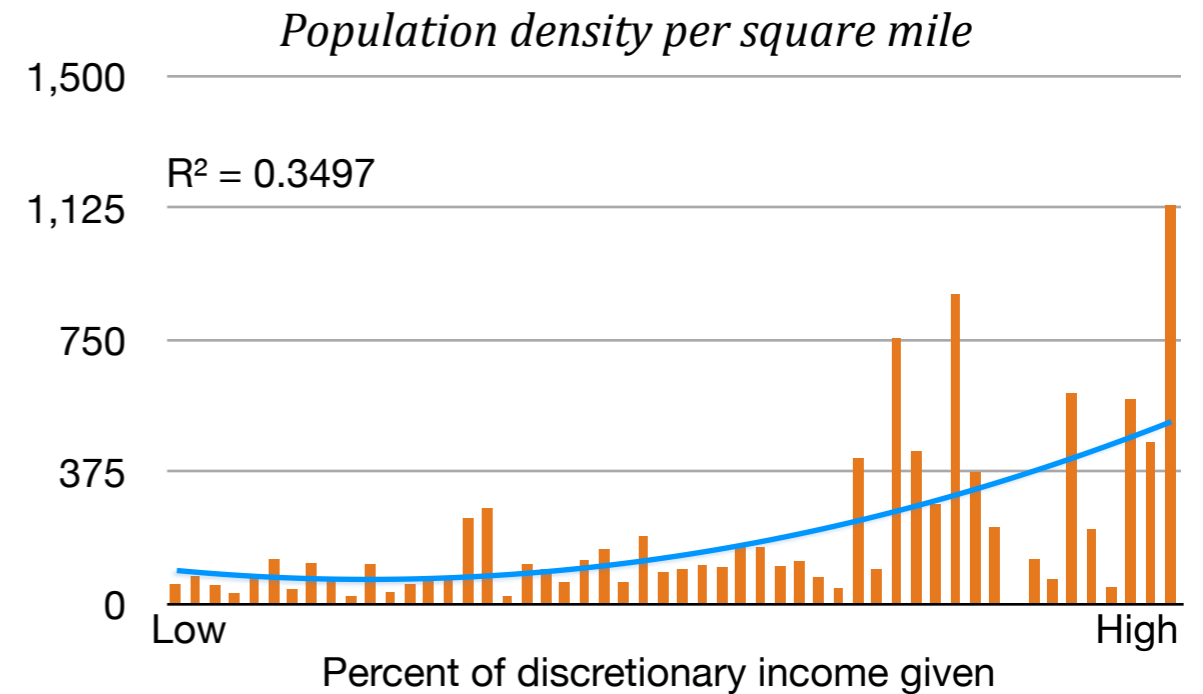
- 10 New York City Metro counties were excluded to prevent data distortion
- Bronx, Kings, Queens, New York, Richmond, Rockland, Westchester, Nassau, Sullivan, and Suffolk

*Percent of discretionary income donated by county*



# Comparison: Density, Diversity, Degrees Among the Counties of New York—excluding NYC Metro

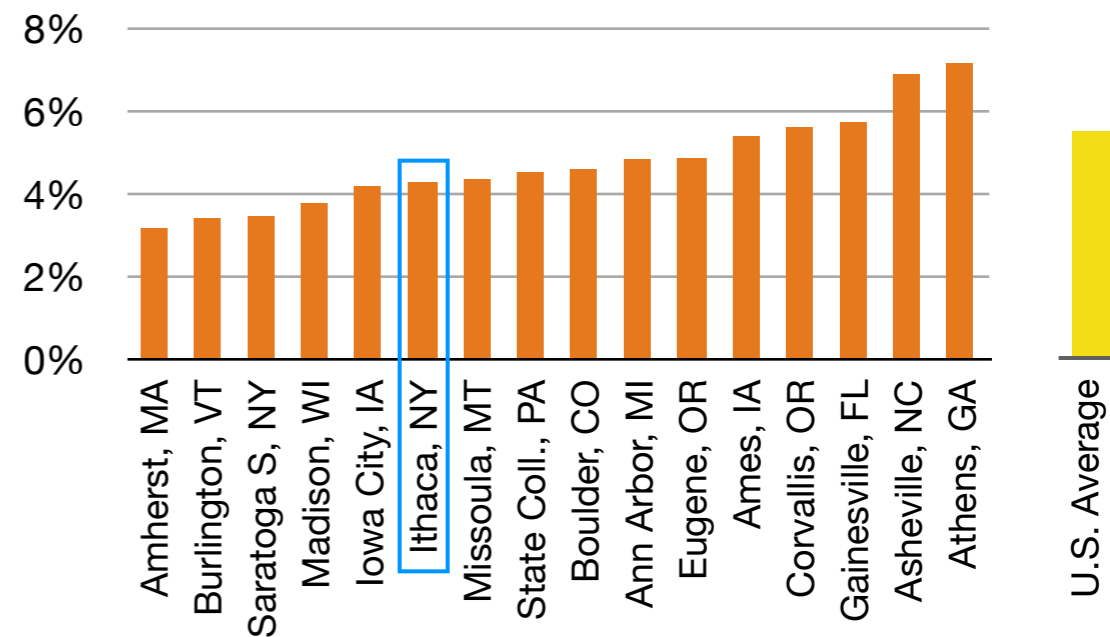
- Among individuals earning \$50,000-\$200,000 demographics influence percent of discretionary income given
- Positive correlation between giving and density, diversity, degrees



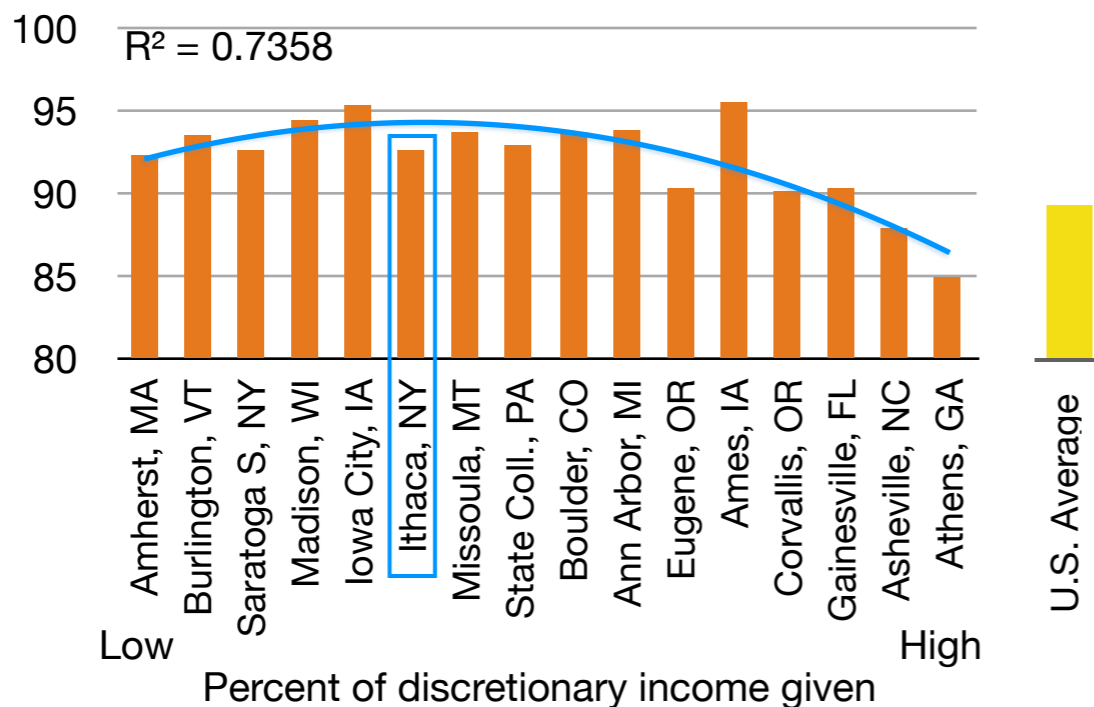
# Comparison: Education, Earnings, and Prosperity Among Peer Communities

- Counties with a large university and populations of 30-400k
- Tompkins County residents give slightly less than the average peer community
- Less educated peer communities tend to be more generous

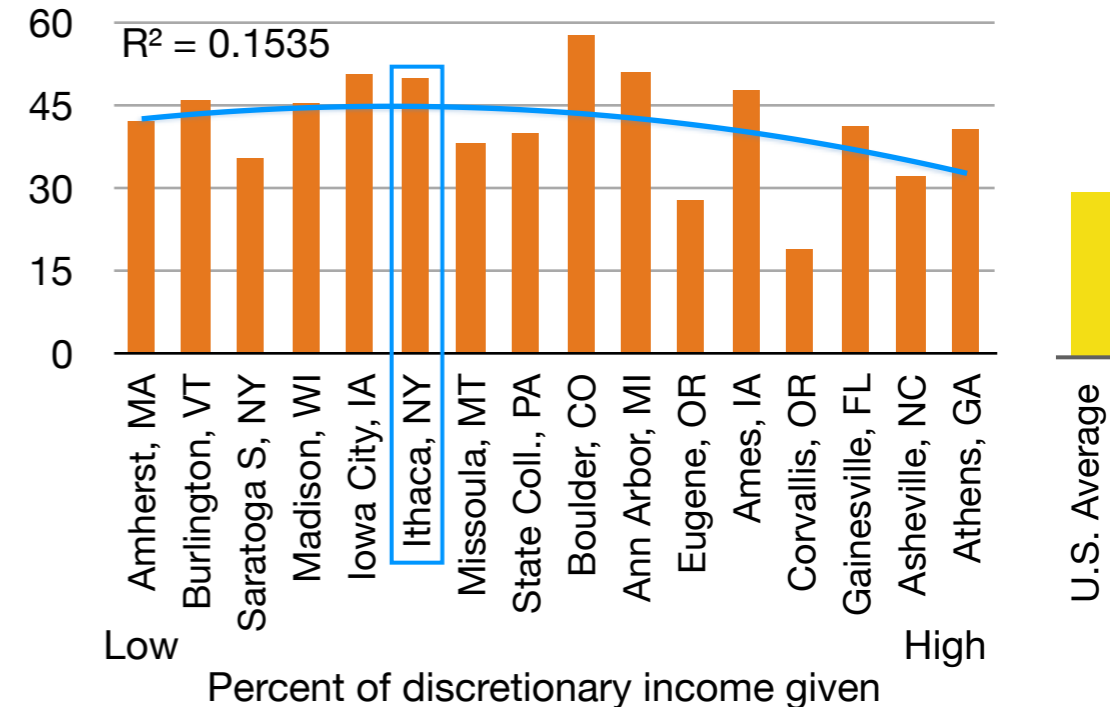
*Percent of discretionary income donated by peer community's county*



*Percent of the population over age 25 with a high school diploma*

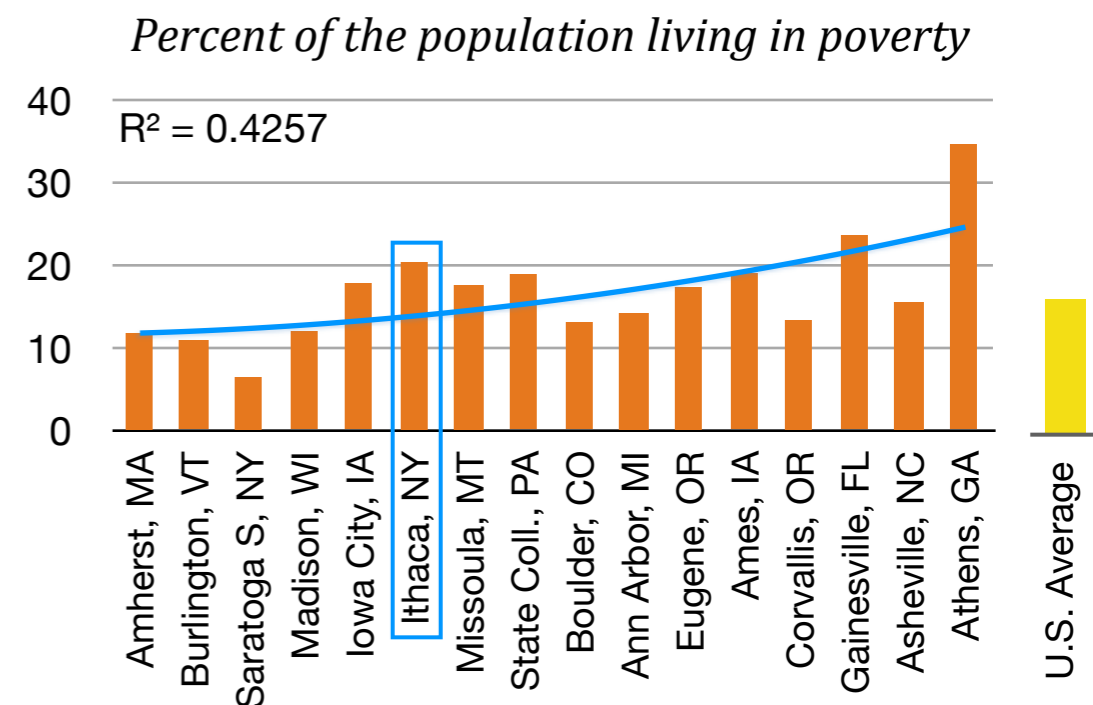
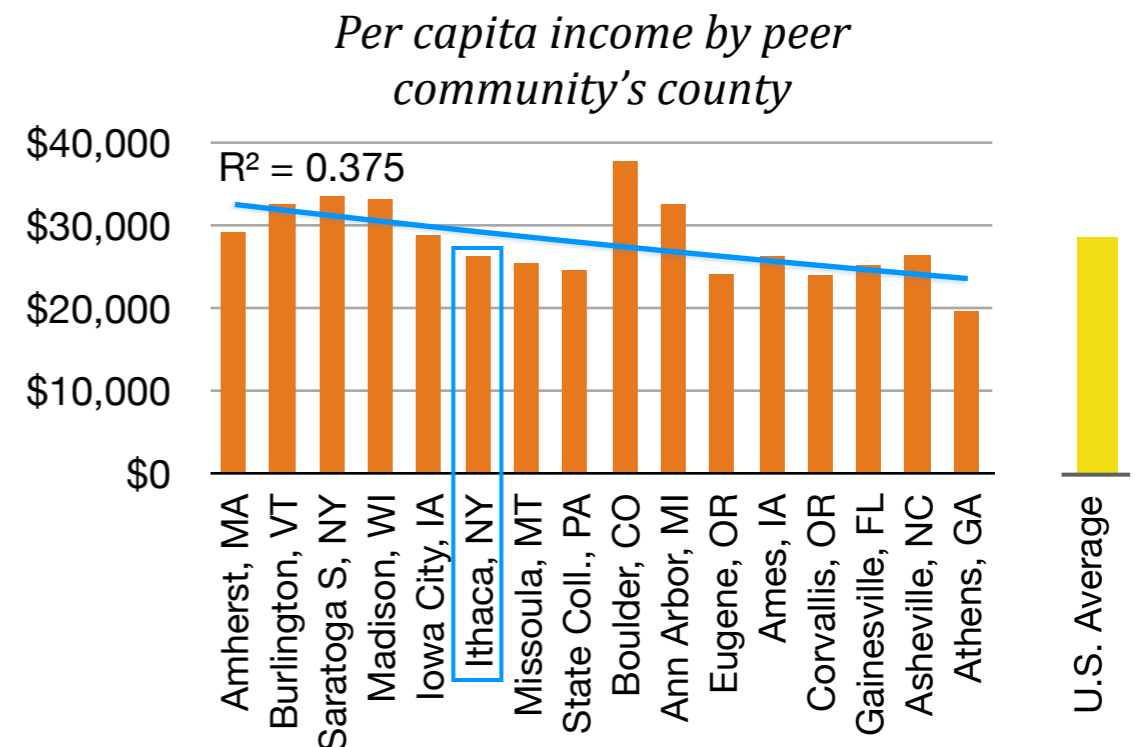


*Percent of the population over age 25 with a bachelor's degree*



# Comparison: Education, Earnings, and Prosperity Among Peer Communities

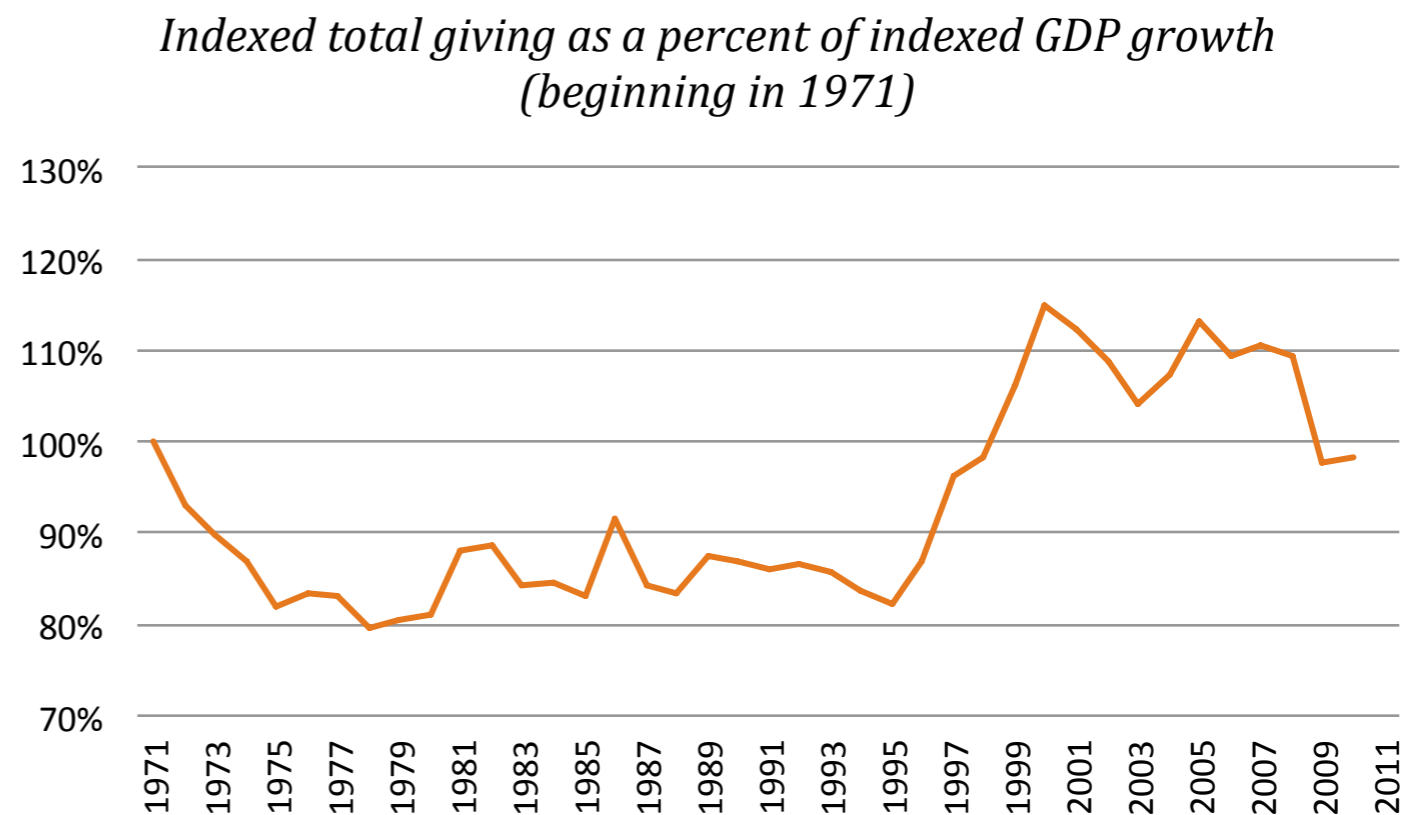
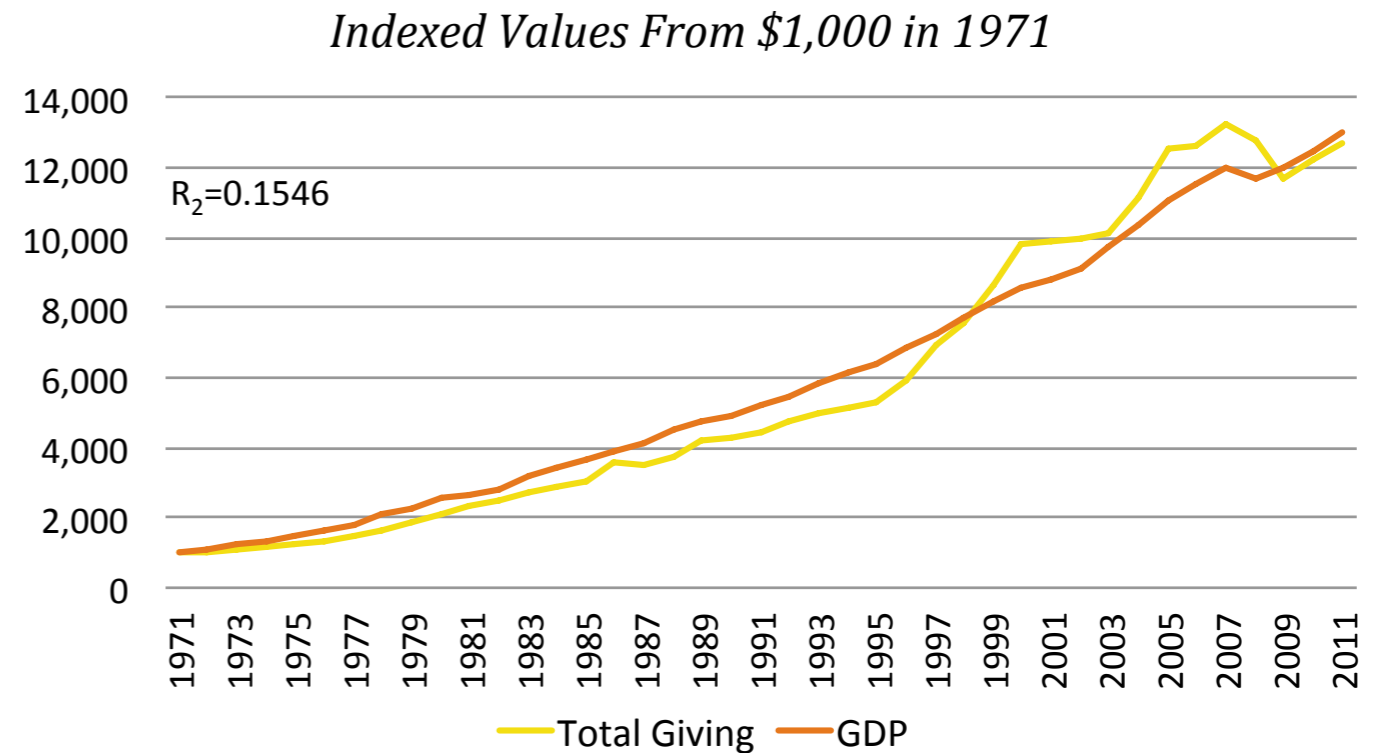
- Measures of economic health are correlated with giving among peer communities, but may be proxies for economic diversity
- Higher per capita income results corresponds with lower percent of income given
- Higher rates of poverty corresponds with higher percent of income given





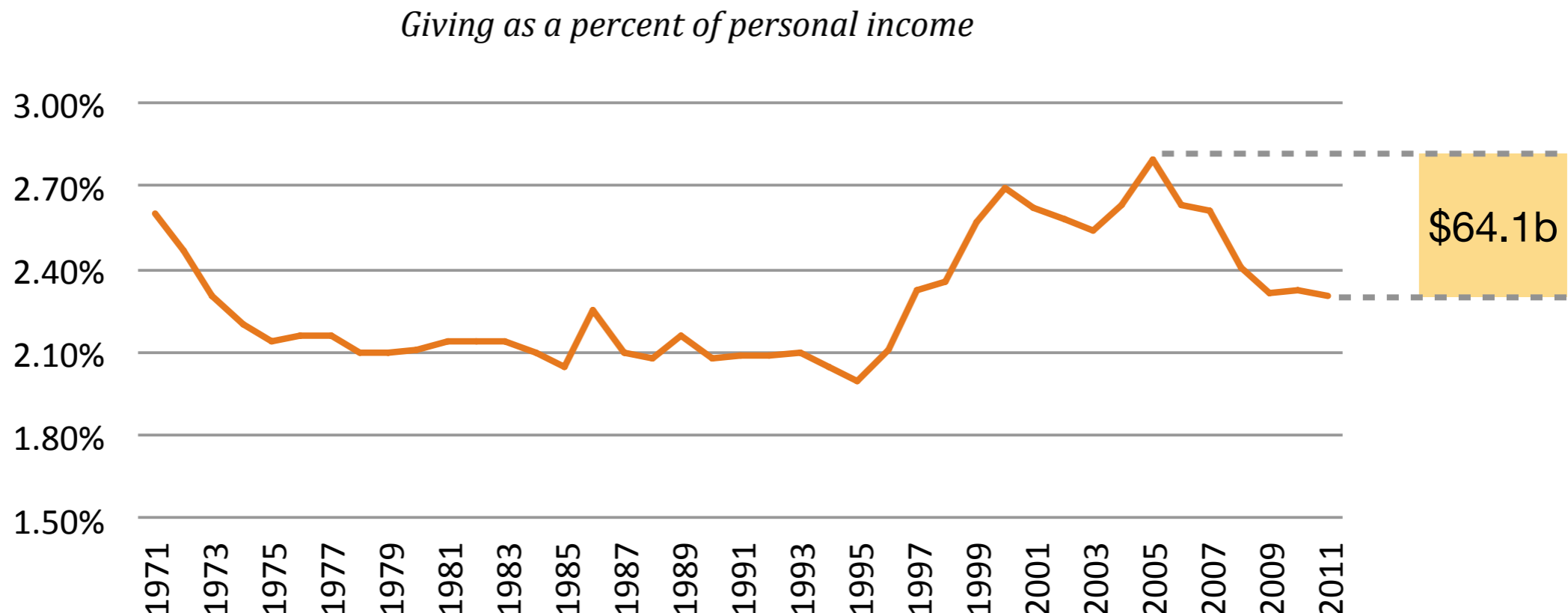
# Trends: Personal Savings and Investment

- Giving as a percent of indexed GDP growth has varied little over the past 40 years
- Giving appears to be directly correlated with economic confidence
- The current trajectory of economic confidence is unclear



# Trends: Gross Domestic Product and Personal Income

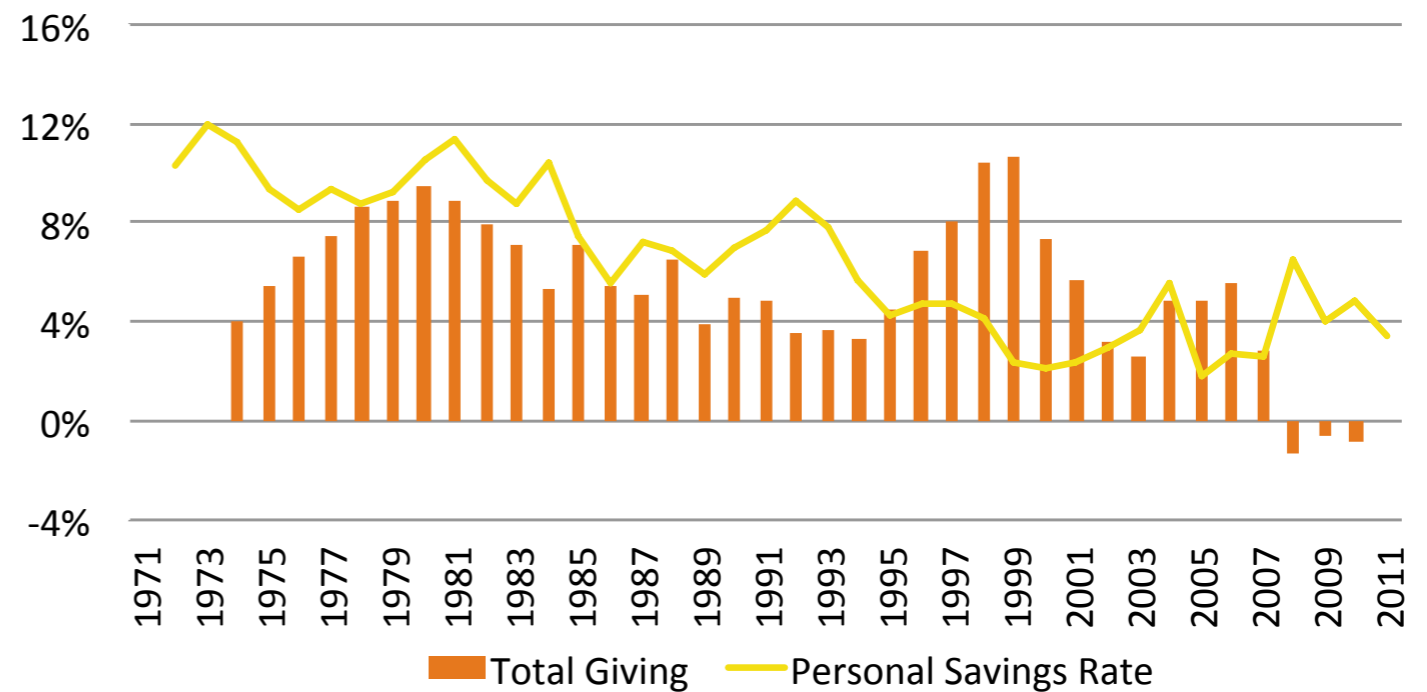
- Total giving has remained flat in dollar terms, despite the economic recession
- Giving as a percent of personal income dropped from 2.8% to 2.3% in the last 6 years
- This drop corresponds to \$64.1 billion in lost donations due to 28% personal income growth



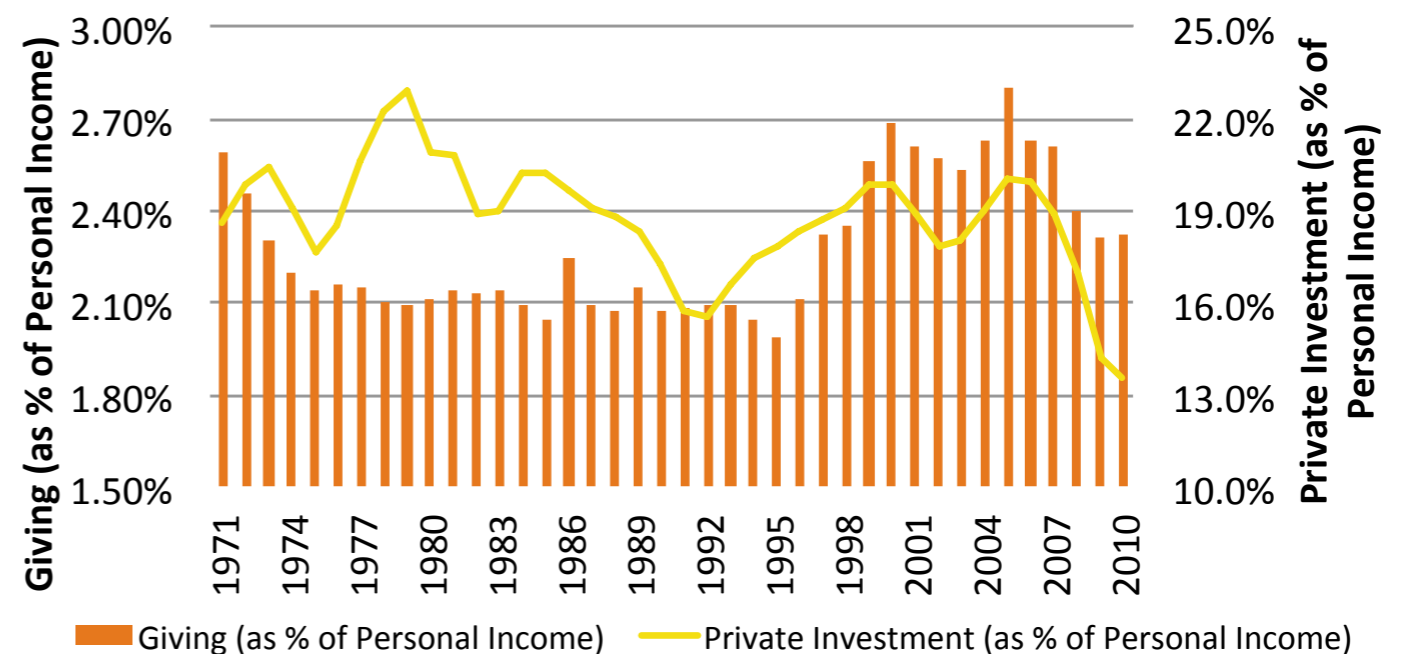
# Trends: Gross Domestic Product and Personal Income

- As debt increased in the pre-2008 cycle, the personal savings rate fell and is now stabilizing
- Fixed private investment has declined by \$440 billion in the past 5 years
- Total giving has remained flat: income growth is offset by decreased percent of income given.

*Total giving compared to the personal savings rate*



*Rate of giving compared to rate of private investment*



# Forecasting: Factors to Watch

1. **Percent of income given by mid-level earners making between \$50,000 and \$100,000**—Tompkins County lagging on this metric
2. **Increased diversity and population density**—changing demographics change the nature of giving
3. **Low rates of high school graduation and high rates of poverty**—visibility may be key for Tompkins County matching peer performance
4. **GDP growth and general economic health**—macroeconomic trends foreshadow shifts in giving
5. **Personal savings rate and fixed private investment**—monitor the attractiveness of alternatives like investment and savings alongside public policy incentives

# Johnson Board Fellows: Recommendations for Next Year

1. Update analyses as tax data becomes available
2. Identify opportunities to use data to increase awareness
3. Further forecasting efforts and quantify effect of leading indicators
4. Integrate with county-level economic drivers
5. Analyze impact of tax incentives and policy shifts