

Giving Innovation Summit: Are Fewer People Giving to Charity, or Are They Just Giving Differently?

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Housekeeping

- Event is being recorded and the recording will be posted online afterward.
- Hide captions or adjust settings with the Live Transcript button.
- Speaker biographies and Twitter handles are available online at Urban.org.
- All participants are muted.
- Type your **questions** and **comments** into the Q&A box at any time.
- Please complete the survey at the end of the event.



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The Economy and Charitable Giving

Jonathan Meer

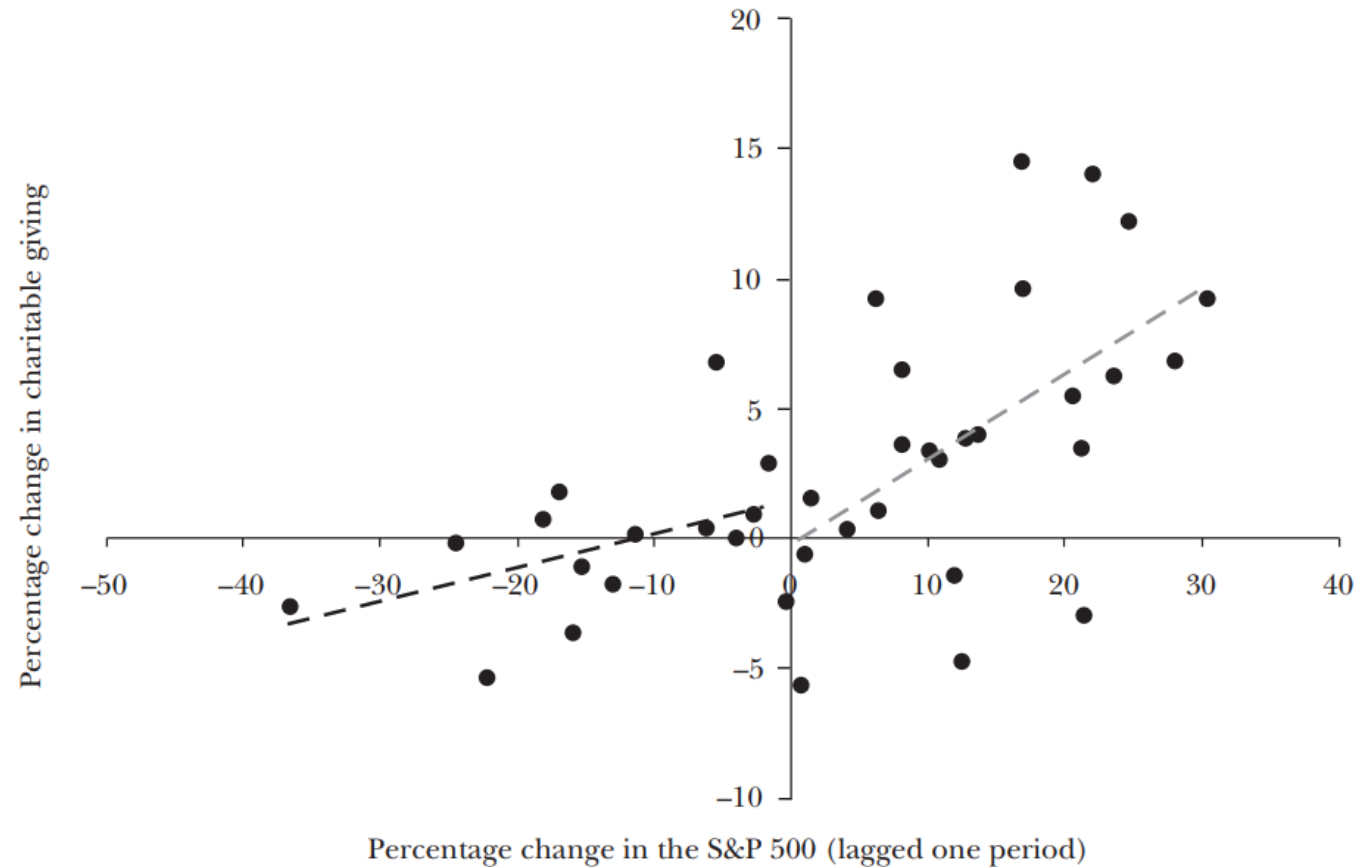
Department of Economics

Texas A&M University



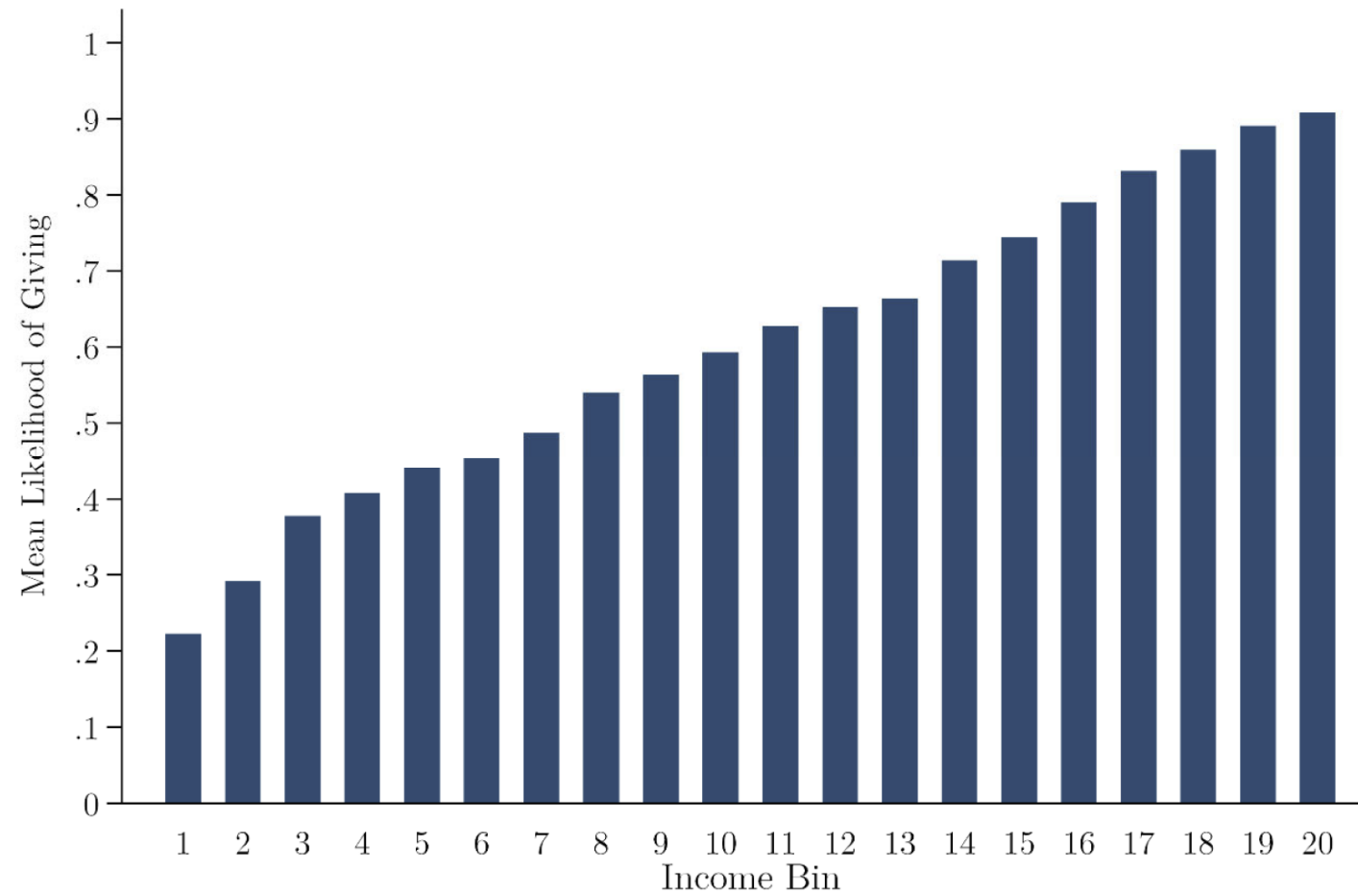
The Correlation

**Changes in the S&P 500 versus Changes in Charitable Giving from 1970 to 2009
with Trendlines**



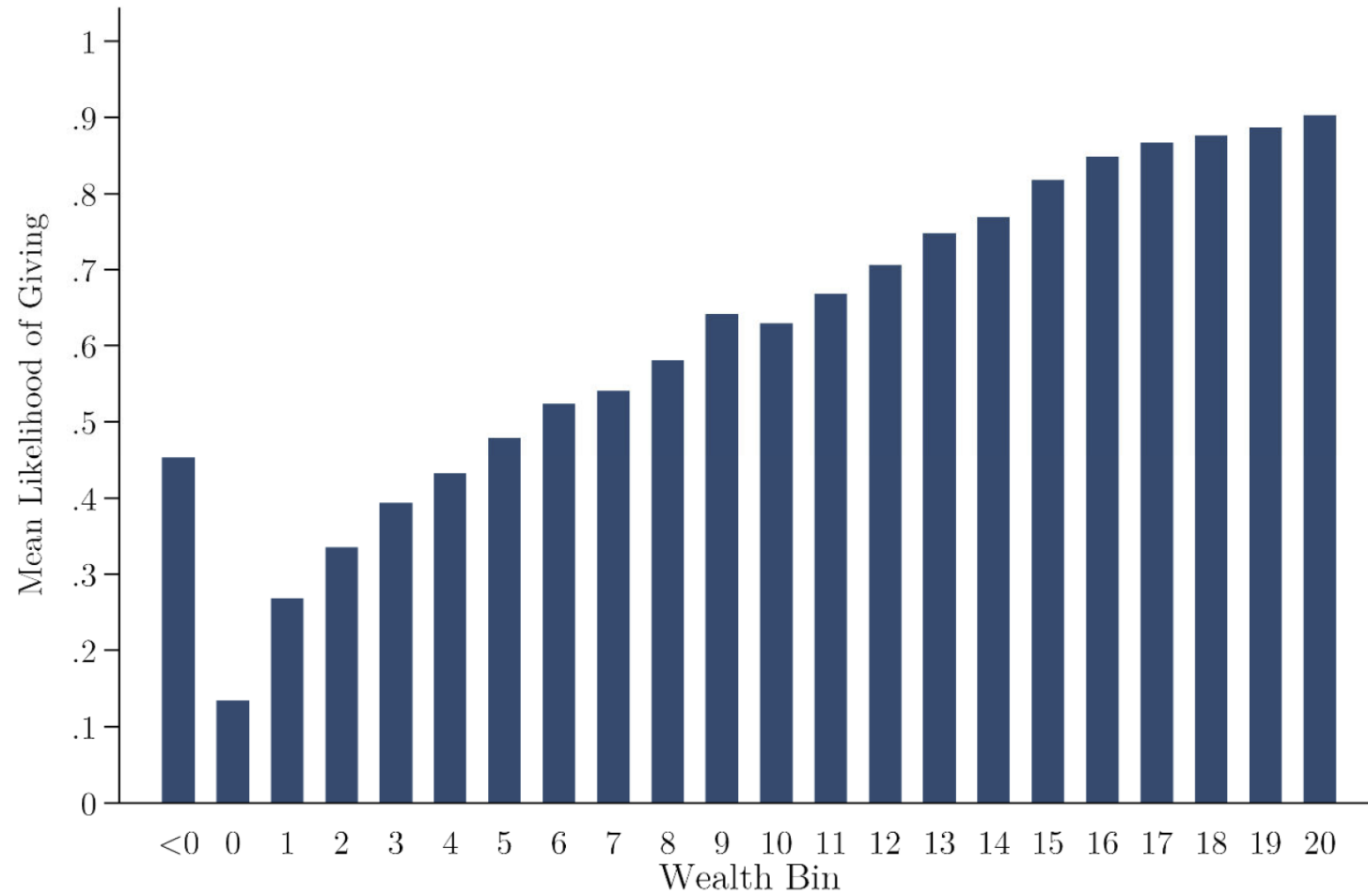
Source: List (2011), "The Market for Charitable Giving"

Figure 1: Likelihood of Giving, by Income



Source: Meer and Priday (2021), "Generosity Across the Income and Wealth Distributions"

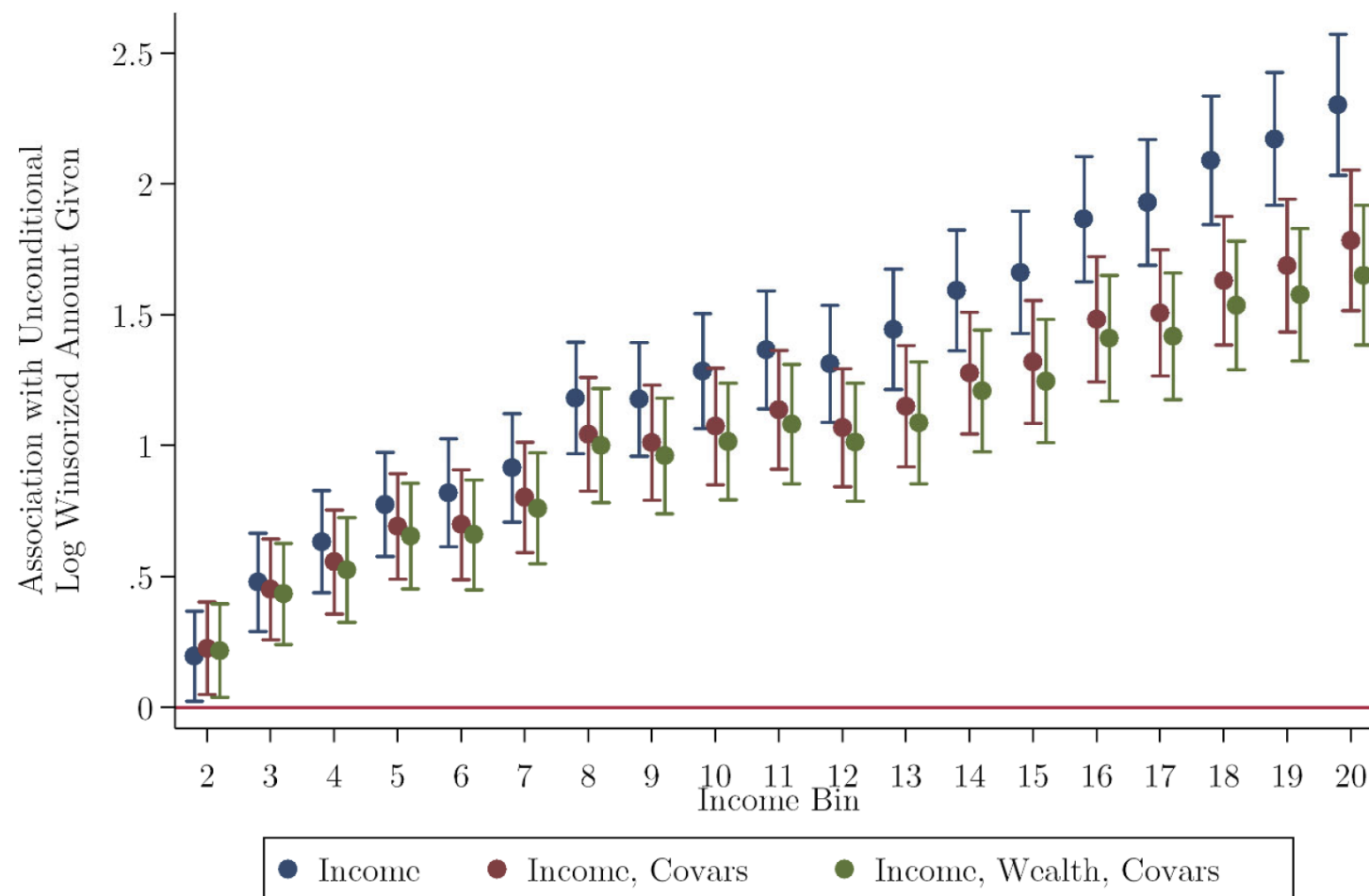
Figure 2: Likelihood of Giving, by Wealth



Source: Meer and Priday (2021), "Generosity Across the Income and Wealth Distributions"

Income, Wealth, and Giving

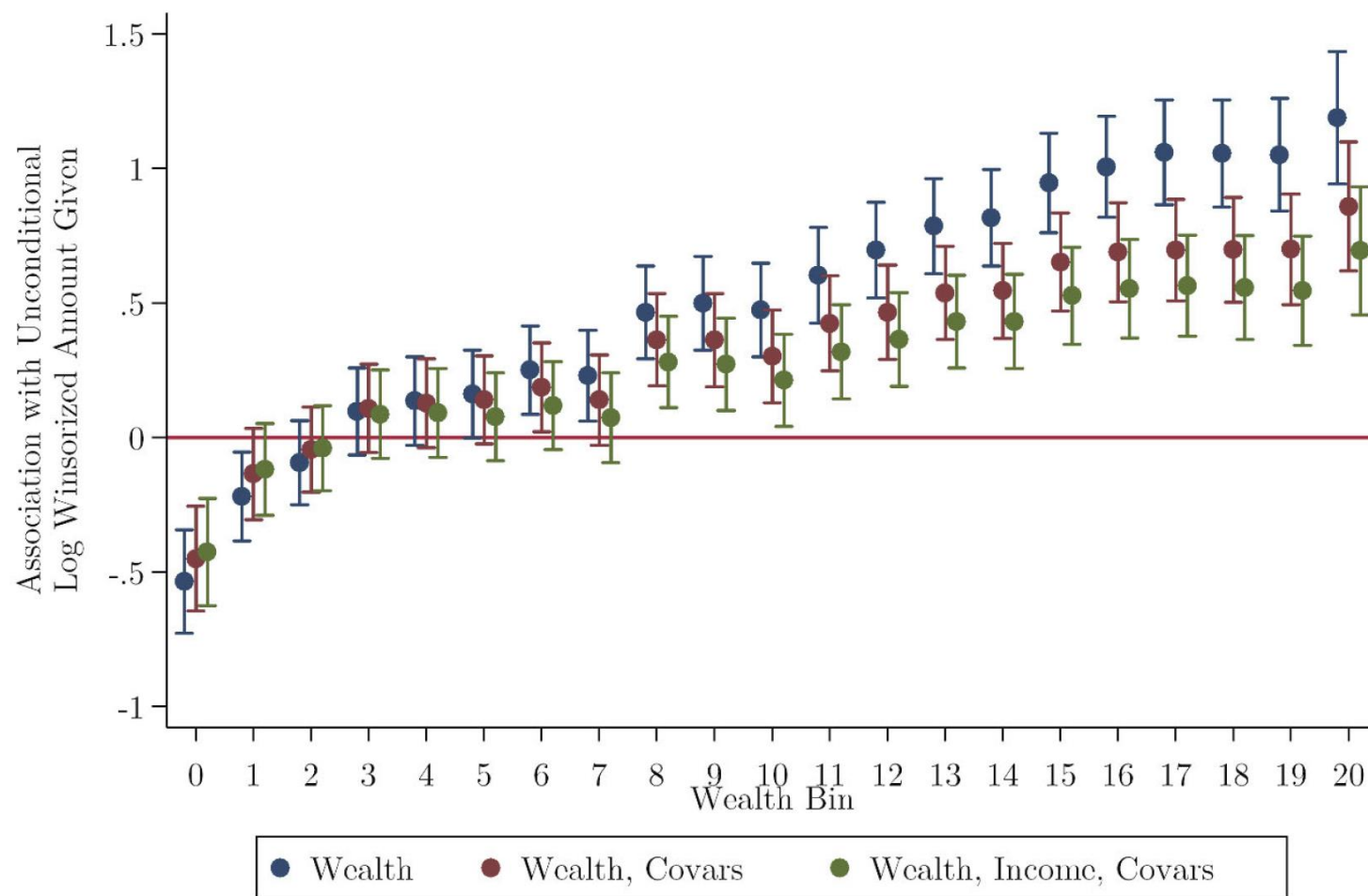
Figure 15: Fixed Effects, Unconditional Winsorized Amount Given, by Income



Source: Meer and Priday (2021), "Generosity Across the Income and Wealth Distributions"

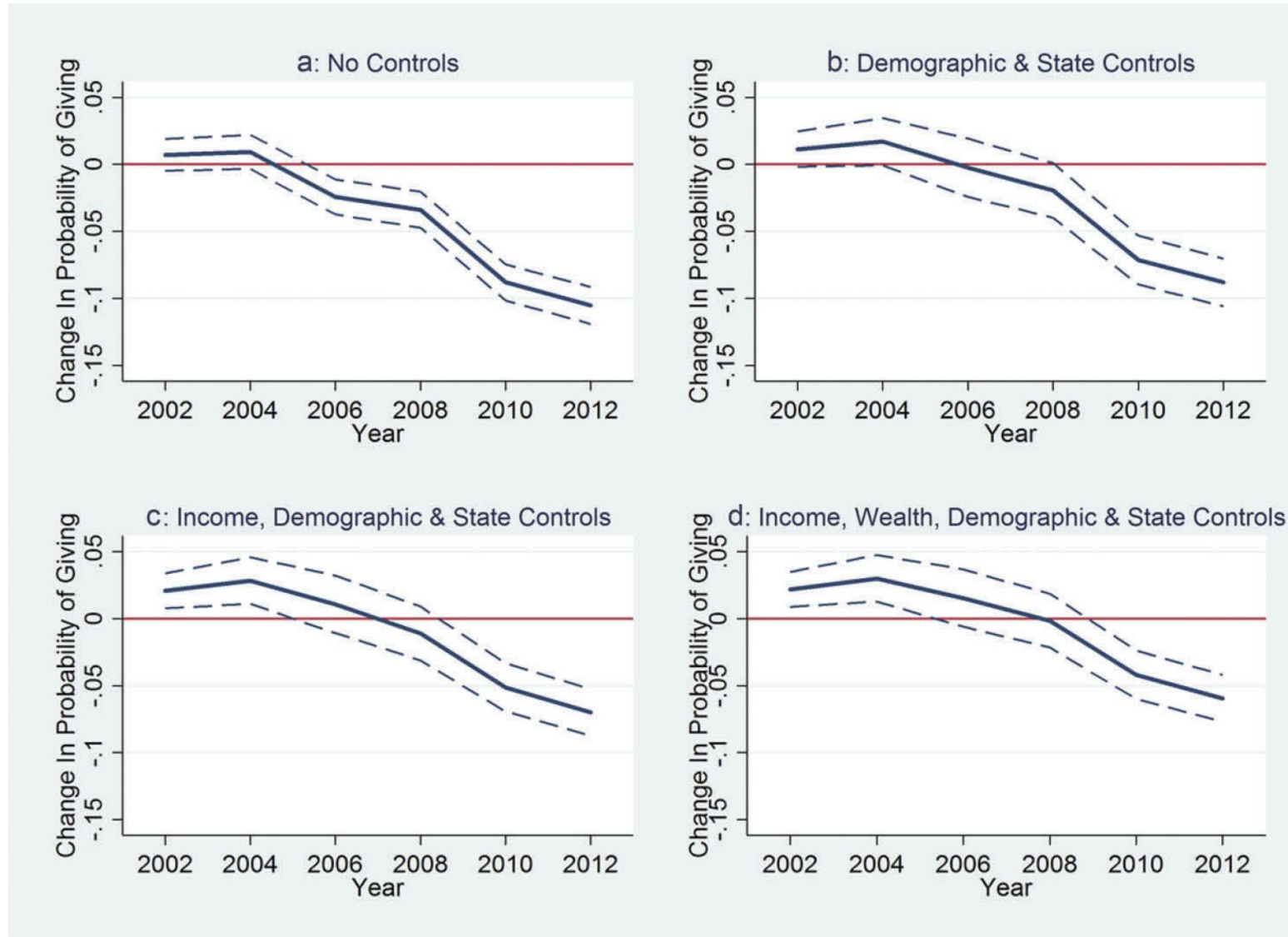
Income, Wealth, and Giving

Figure 16: Fixed Effects, Unconditional Winsorized Amount Given, by Wealth



Source: Meer and Priday (2021), "Generosity Across the Income and Wealth Distributions"

Broader Attitudes

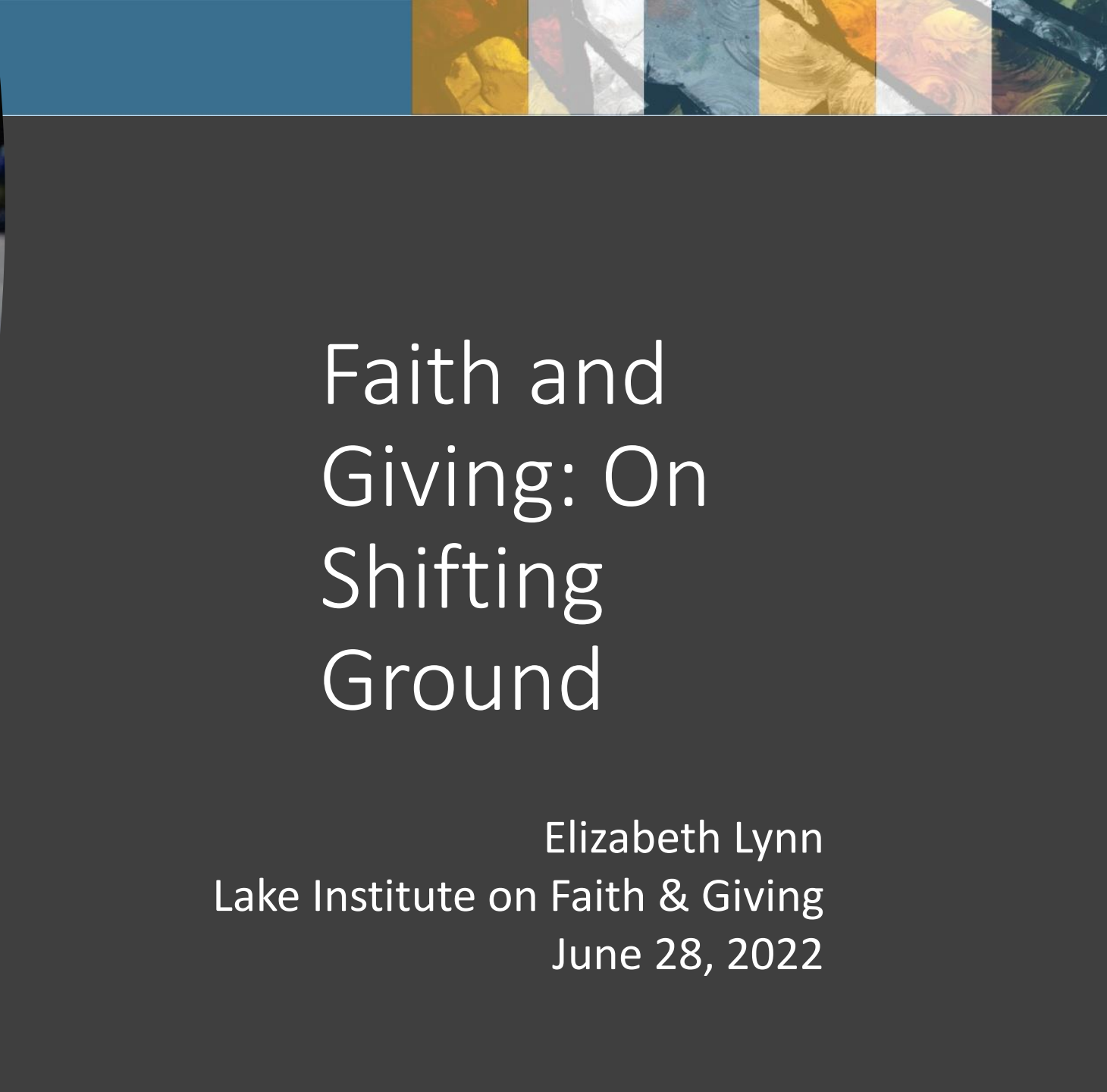


Source: Meer, Miller, and Wulfsberg (2017), "The Great Recession and Charitable Giving"

- Fisman, Jakiela, and Kariv (2015), “How Did Distributional Preferences Change During the Great Recession?”
- Crowding out?
 - Andreoni and Payne (2003), “Do Government Grants to Private Charities Crowd Out Giving or Fund-raising?”
 - Meer and Tajali (2022), “Charitable Giving Responses to Education Budgets”
- The Long Run
 - Meer (2013), “The Habit of Giving”

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Faith and Giving: On Shifting Ground

Elizabeth Lynn
Lake Institute on Faith & Giving
June 28, 2022

Changes in Charitable Giving, 2019 - 2021

(adjusted for inflation)

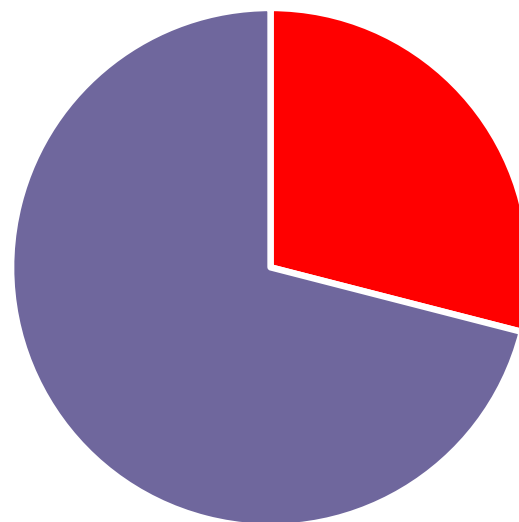
Charitable giving of all kinds **+7.4%**

Foundations giving to charity **+13.3%**

Individual charitable giving **+4.7%**

Giving to religious institutions **-0.7%**

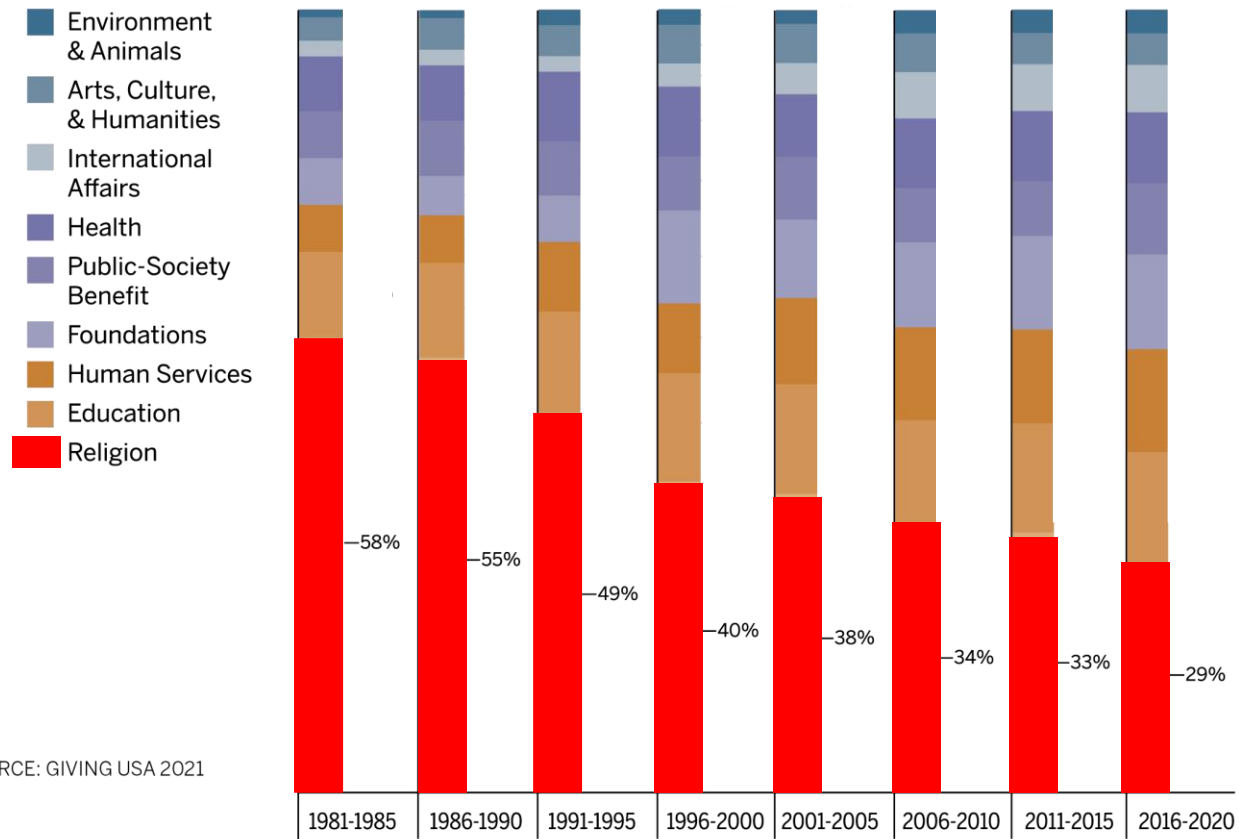
2020 Contributions:
\$471.44 Billion by Type of
Recipient Organization



■ Religion ■ The rest

Giving USA (2021)

GIVING BY TYPE OF RECIPIENT: PERCENTAGE OF THE TOTAL IN 5-YEAR SPANS, 1981-2020.

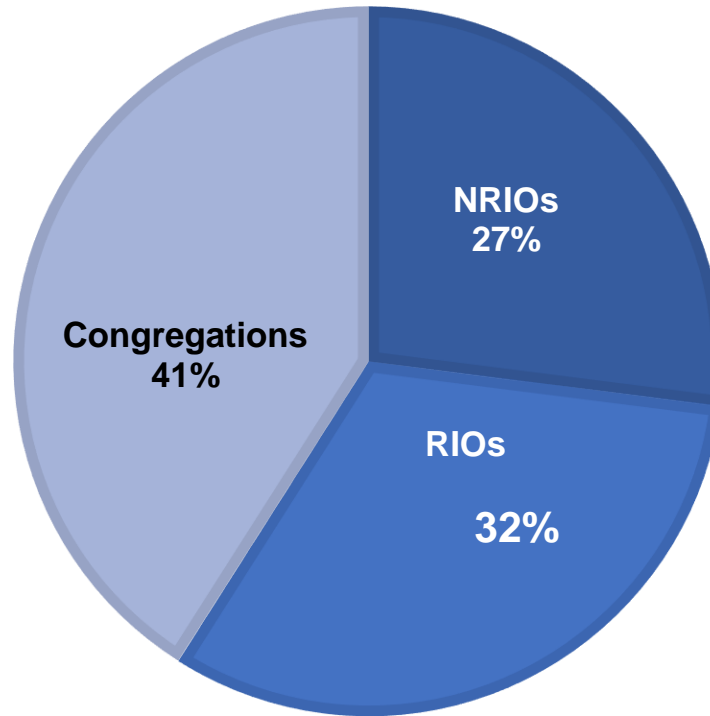


SOURCE: GIVING USA 2021

Giving USA (2021)

But ... What Counts as 'Religious Giving'?

DISTRIBUTION OF GIVING TO CONGREGATIONS, RIOS, AND NRIOs



Connected to Give (2013)

And ... What Counts as Religiosity?

Religious Affiliation

Belonging:
Identification with
a religious
tradition

Religious Intensity

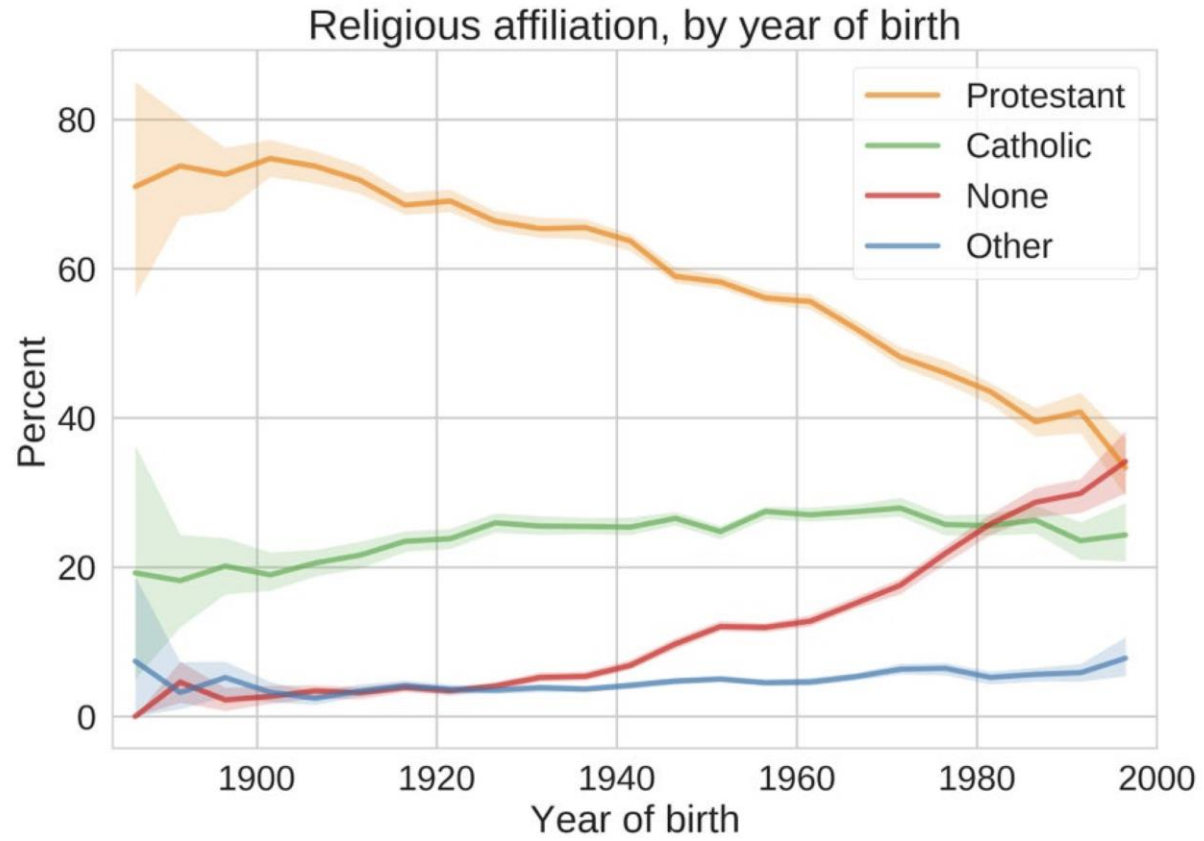
Believing:
Profession of specific beliefs

Behaving:
Engagement in specific practices (e.g.,
attendance)

Total Average Annual Giving

No Affiliation	Affiliation
\$695	\$1,590

Giving USA Special Report (2017)



“From the Age of Association to Age of Authenticity”

Dwight Zscheile | Luther Seminary | August 2021



***“The vast majority
of congregations
in America were
birthed in and
designed for the
Age of
Association.”***

“They are sustained by voluntary membership, giving, and participation—

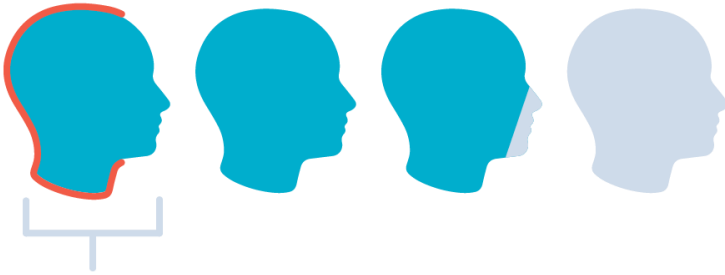
—all of which make less and less sense in the **Age of Authenticity**, especially to emerging generations.”



“People feel **less and less of a need to affiliate** with an organization to find meaning, community, and purpose;

that is understood instead as **a highly personalized journey.**”

Nearly 3 in 4
of young people are religious,

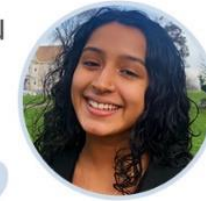


Only 16% see their faith
community as a place they can
turn to in times of uncertainty.



52% of affiliated
young people have
**little to no trust in
organized religion.**

“Every young person you
talk to about what they
believe in, you’re going
get a different answer.”



—Zaina, 15

Springtide Research Institute (2020)



For: _____ Date: _____

[illegible]

Two Questions for Further Research:

1) What does religious giving look like in the *Age of Authenticity*?

2) What happens to associations in the *Age of Authenticity*?

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Declining Social Capital and Charitable Giving

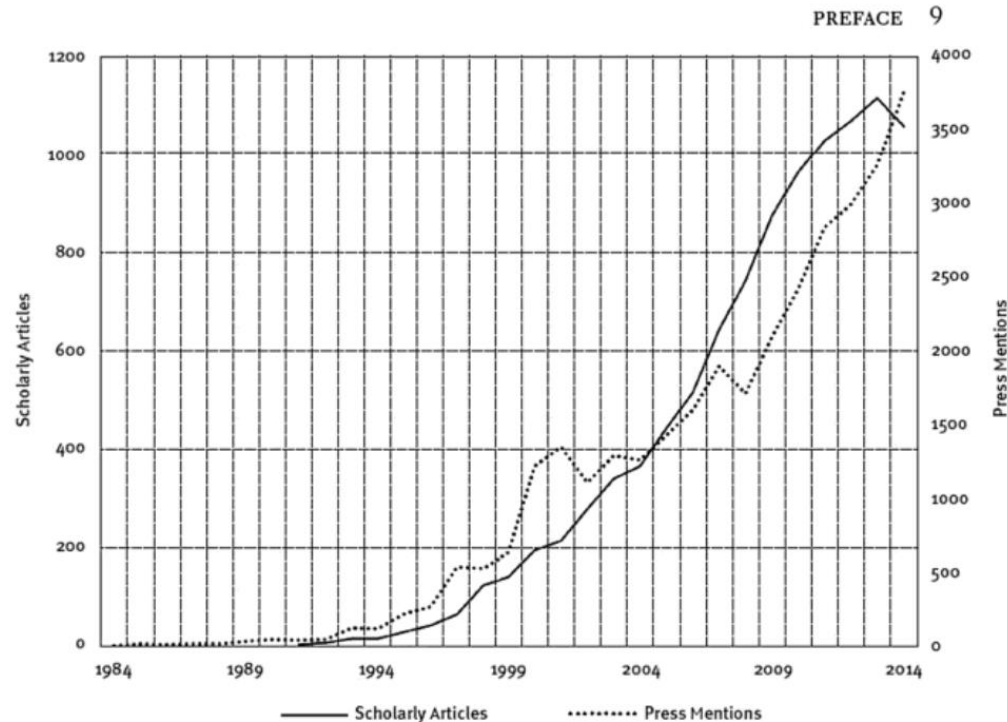
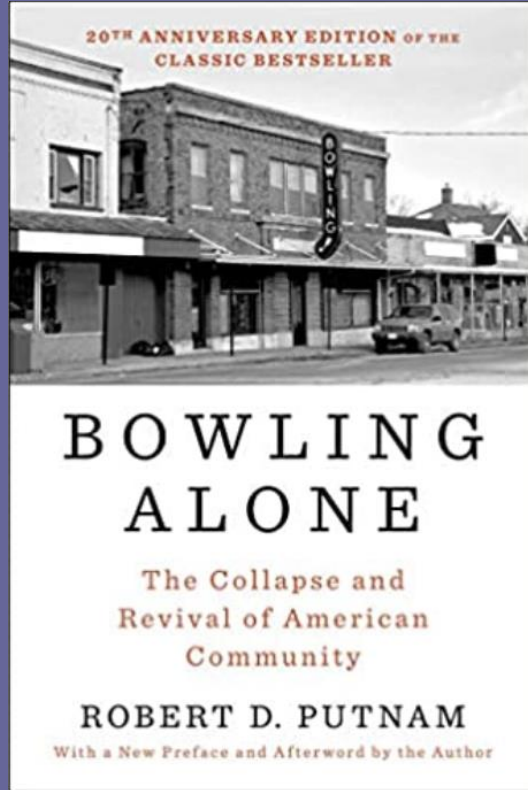


Figure A: Growth in Scholarly and Public Attention to "Social Capital" (1985–2014)

Caroline W. Lee
Professor of Sociology and
Faculty Director, Landis Center
for Community Engagement
Lafayette College
leecw@lafayette.edu

What is social capital?

- Informal networks (bonding ties)
- Formal associations (bridging ties)
- Generalized trust



Why does social capital matter?

SC generates collective goods

Glanville et al.

537

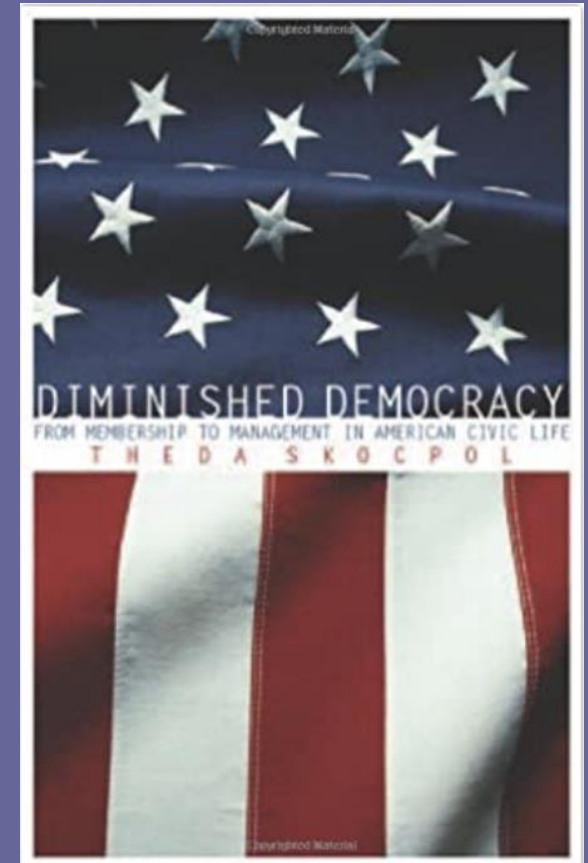
Table 2. Unstandardized Coefficients From Multilevel Models Explaining Generous Behaviors.

	Volunteering ^a		Charitable donating ^a		Informal helping ^b	
	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2
Individual-level social capital						
Trust	0.007*** (0.001)	0.007*** (0.001)	0.010*** (0.001)	0.010*** (0.001)	0.016** (0.005)	0.016** (0.005)
Social ties	0.025*** (0.002)	0.026*** (0.002)	0.023*** (0.002)	0.023*** (0.002)	0.177*** (0.007)	0.178*** (0.007)

Has social capital really declined?

- Research finds
 - Declines in generalized trust
 - Declines in organizational memberships (period, not cohort effect)

Both correlated with rising economic inequality



What is the effect of social capital on charitable giving?

Giving “depends on the factors that generate the individual's and household's **communities of participation**, namely the density and mix of opportunities and obligations of voluntary association.”

(Schervish and Havens 1997)

Dear LFW Community,
Are you up for a challenge?

We're looking for volunteers to help us raise \$15,000 in just 72 hours.

(Our previous 3-day challenge raised \$11k in 72hrs.)

What is the mechanism?

“Social capital is an important contextual influence on generosity because community integration and trust increase **information about opportunities** for generous activities and the **motivation** for participating in these activities.” (Glanville et al. 2016)

Dear Caroline!

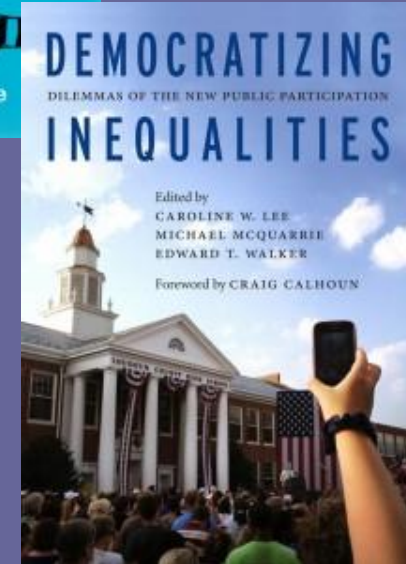
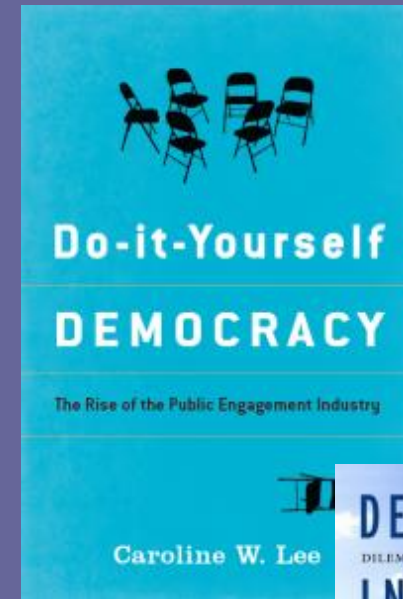
We made \$18k in 72hrs!!!

(Total calculated across all campaign giving platforms: Facebook, Cashapp, Paypal, Zelle, and Classy)



Larger social trends affecting declining social capital and giving contexts

- Changes in quality, strength, and density of ties through new technologies
- Increasing instrumentalization of ties
- Proliferating invitations for episodic engagement from all types of organizations
- Celebrations of individualized “prosocial” behaviors



Did you know? When you share Omar's GoFundMe, it could help them increase donations by 3x.

References

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