

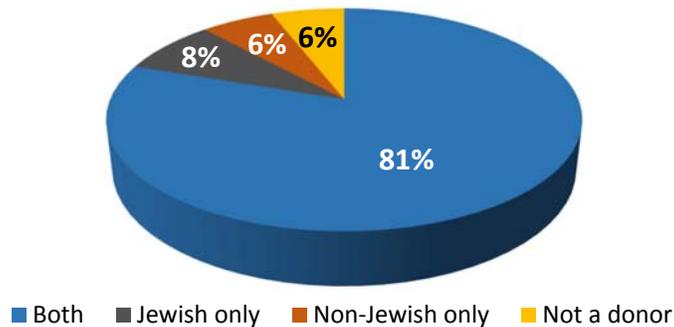


PHILANTHROPIC DECISIONS

NEARLY ALL RESPONDENTS (94%) DONATED MONEY TO A CHARITABLE ORGANIZATION/CAUSE DURING THE PAST YEAR.

The vast majority of these donors were involved in the charitable decisions for their household as either decision makers (33%) or co-decision makers (56%). The remainder were either decision influencers (5%) or not involved (6%). Most (81%) donated to Jewish and non-Jewish causes, with more saying their giving is weighted to Jewish organizations.

Donor Behavior by Type of Organization/Cause (%)
(Base: Respondents who donated money in past year; n=1132)



Of those respondents who donated to both Jewish and non-Jewish causes, 54% reported donating more to Jewish causes; 23% equal amounts; 13% more non-Jewish and 12% weren't sure.

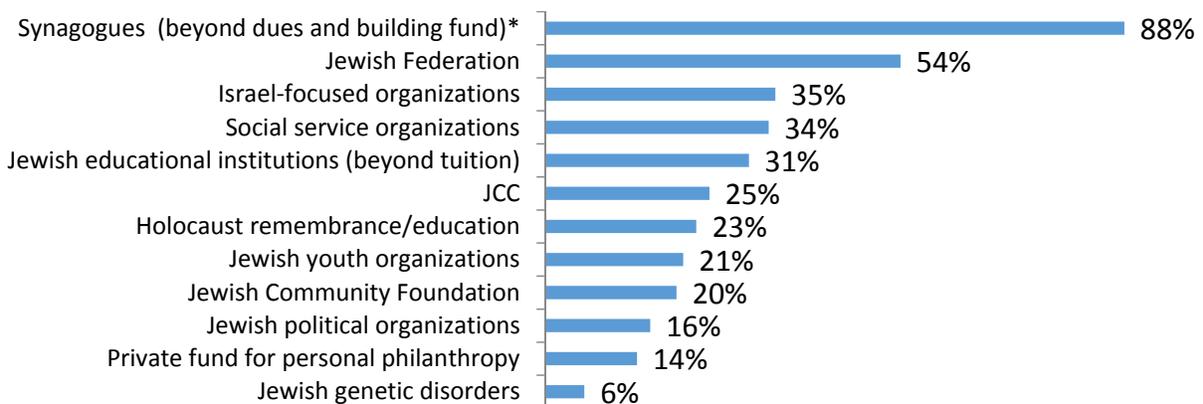
Age. Young adults (18-34) are more likely not to have given at all in the past year, although the overall percentage (11-12%) of non-givers in this group is still quite low. 25-44 year olds are more likely to have given to non-Jewish causes only.

CHARITABLE GIVING TO JEWISH ORGANIZATIONS

Among those who donate to Jewish organizations—exclusively or in combination with non-Jewish organizations—synagogues are the most frequent recipient of funds, mentioned by 88% of respondents who belong to a synagogue.

Age. Older respondents are significantly more likely than younger ones to give to all different kinds of Jewish organizations.

Charitable Giving to Jewish Organizations (%)
(Base: Respondents who give to Jewish organizations; n=991)



MOTIVATING PHILANTHROPY

When deciding whether to donate money to a charitable organization/cause, respondents are most impacted by personal reasons:

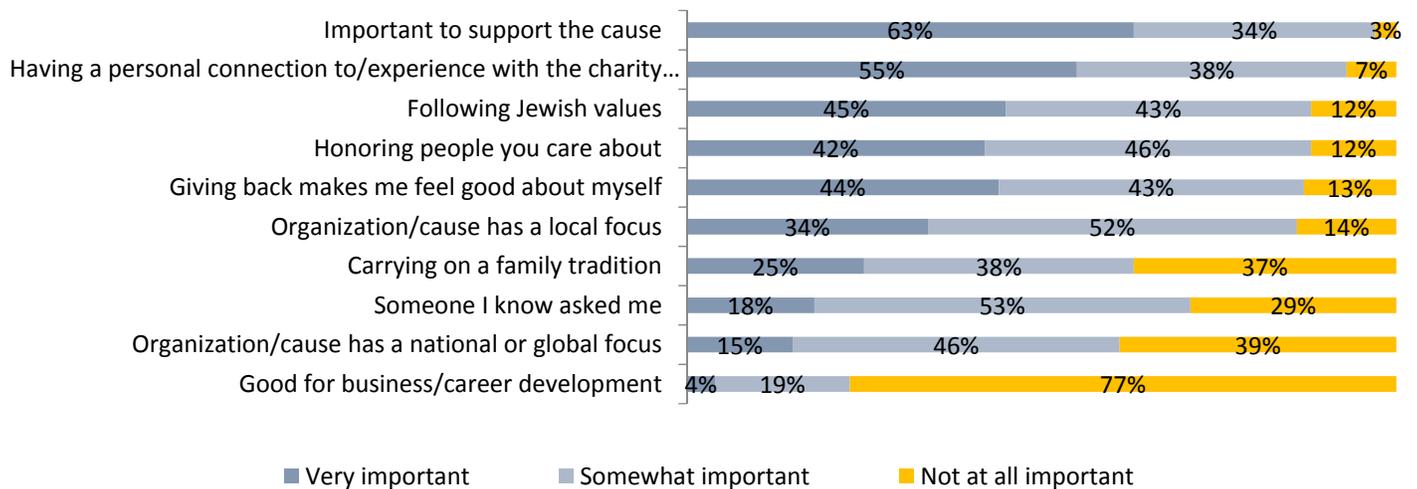
- Personal belief that the cause/organization is important
- Personal connection to the charitable organization/cause
- Honoring people they care about
- Following Jewish values
- A way to feel good about oneself

Relatively few respondents say that "pragmatic" reasons (e.g., making donations because it's good for business/career development, because someone they know asks) are "very important" to their decision.

Younger respondents (18-24) are more likely to be motivated by professional concerns, and because somebody asked them to give.

Respondents more often say that "local" focus is more important to them than a "global" focus. Those who feel very much a part of the Jewish community more often cite local focus as motivation.

Importance of Various Reasons to the Donation Decision (%) (Base: Respondents who are involved in donation decisions for their household; n=1068)



REASONS FOR NOT MAKING A CHARITABLE DONATION THIS PAST YEAR

Reasons for Not Making a Charitable Donation (%) Up to 3 responses allowed (Base: Respondents who have not made a charitable donation in the past year; n=51)

