



### **Facts About The Greater Sacramento Generosity Project**

- The Greater Sacramento Generosity Project was commissioned by the Sacramento Region Community Foundation and the Nonprofit Resource Center, with support from the regional business community, health systems and educational institutions.
- The Greater Sacramento Generosity Project includes quantitative data that represents the most comprehensive analysis of giving habits in the Sacramento region in recent memory. Data was based on surveys and information collected from 2,000 households in Sacramento, Yolo, Placer and El Dorado counties. Research was conducted by the Center for Strategic Economic Research.
- The research supports the launch of a community outreach campaign scheduled to begin this fall which, if successful, will:
  - Move the percentage of regional households that give to charities from the current 62 percent, up to at least 67 percent, and hopefully beyond. Currently, giving among households in the Sacramento region lags behind the national average of 66 percent.
  - Increase the average annual contribution amount per donor household in the Sacramento region from \$1,990 to the national average \$2,355.
  - Encourage a significant increase in charitable giving that supports local nonprofits. The research revealed that 91 percent of households surveyed believed it is important to give locally, but that only 63 percent of donations made went to local organizations.
- Reaching these three main goals of the Generosity Project would increase the amount of contributions to nonprofits in this region by \$235 million to \$249 million annually.
- Other findings of note are:
  - Households with incomes higher than \$200,000 had the most striking negative variance in total giving when compared to their national counterparts.

- Though a much lower percentage of the under 40 age group participates in charitable giving, their average donation compares favorably to the national average.
- Religious institutions (38 percent) and basic needs providers (11.9 percent) receive about half of all charitable dollars. Notably smaller amounts support arts and cultural institutions (3.8 percent) and environmental groups (2.7 percent).

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