



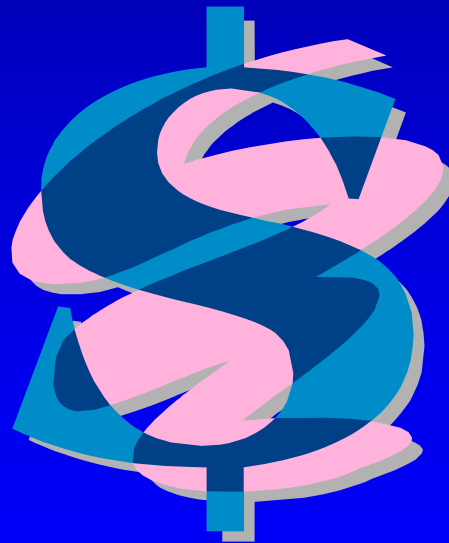
Ethnic Philanthropy: The Giving Framework for Hispanics, Asian Americans and African Americans

State of Philanthropy

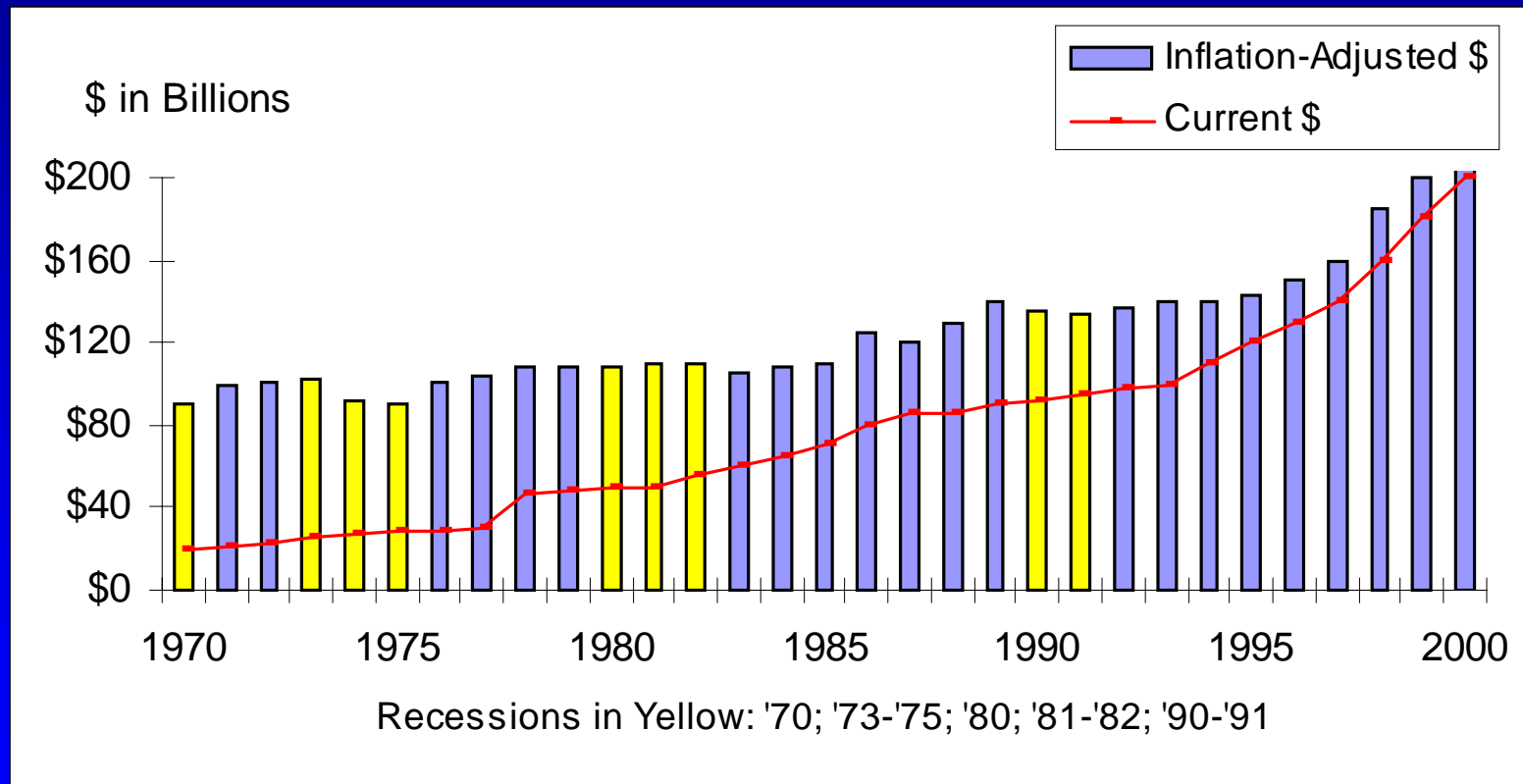
- Before we look at ethnic groups, take a quick look at what has been going on in the non-profit world



Trends in Giving



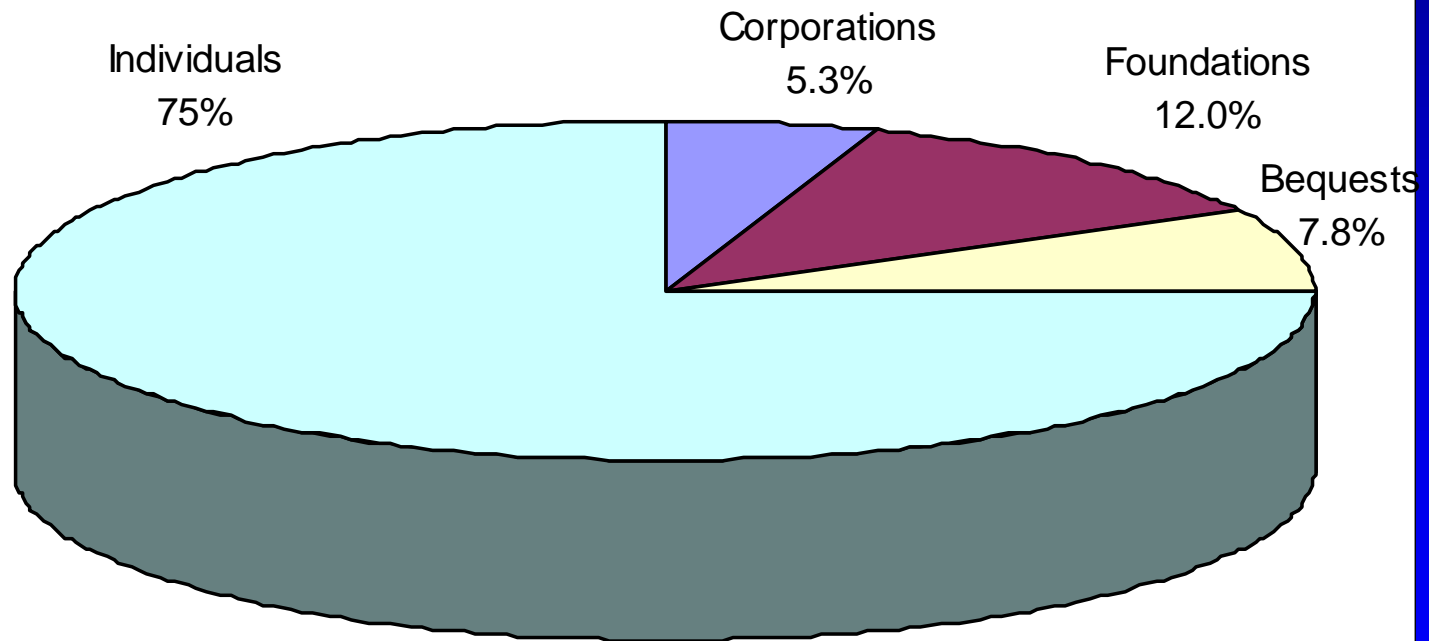
Total Giving 1970-2000



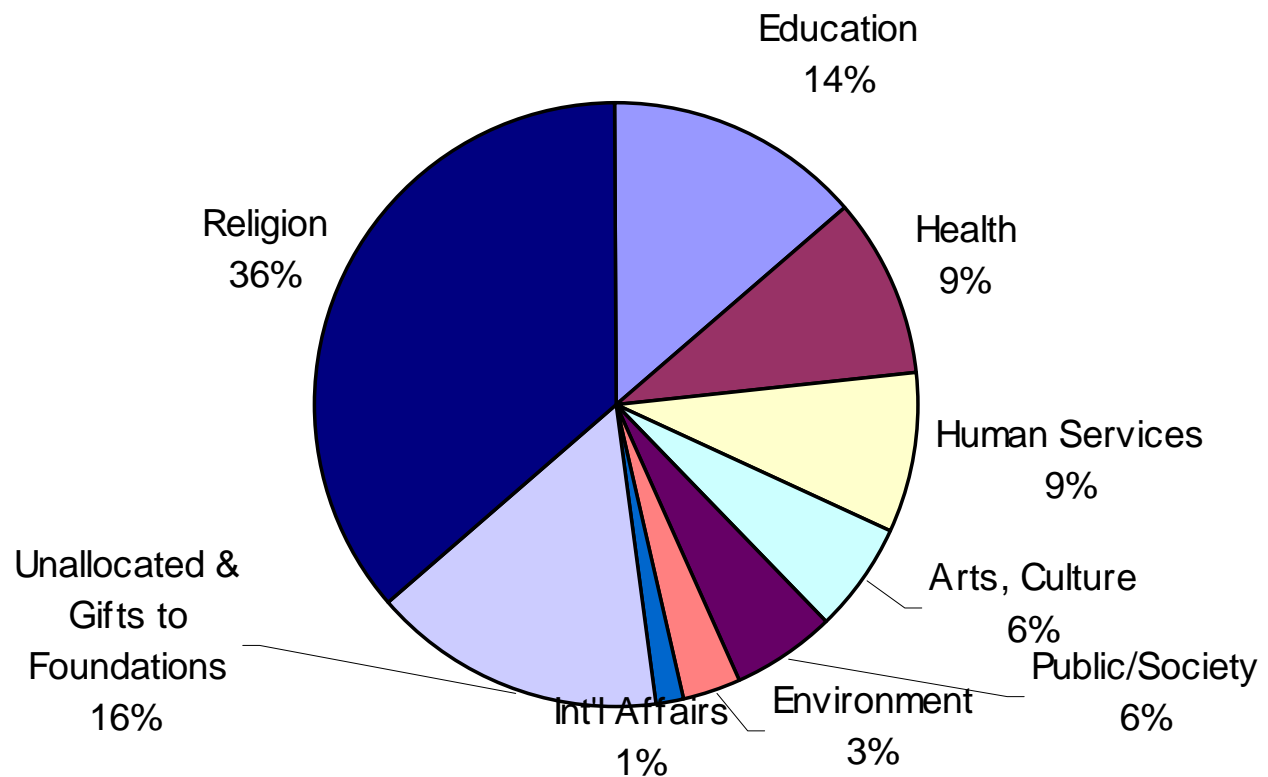
Giving Trends

- Historically, in a recession growth in giving is 5% versus 7.4% on average

2000 Contributions: \$203.45 Billion by Source of Contributions



2000 Contributions: \$203.45 Billion by Type of Recipient Organization



Who Gives to Charities?

- Females
- Older people
- Education beyond high school

Sound familiar??

Trends in PTV Pledge

Fewer and fewer people are pledging...
Who are we missing?

One of the answers is the ethnic
audiences. But, why?



Ethnic Philanthropy

Ethnic philanthropy is underestimated because of its diversity:

- People sharing modest or meager wealth with people they know
- Communal enterprise in which members of the community take care of one another
- Donations of time & money to church & organizations

General Characteristics of Ethnic Philanthropy

- Linked to family and kinship
- Religion very important
- Majority of giving is personal and informal
- Affluent feel obligation to help others in community achieve success

What the experts say about ethnic philanthropy

Today we will focus on:

- Hispanics
- Asian Americans
- African Americans

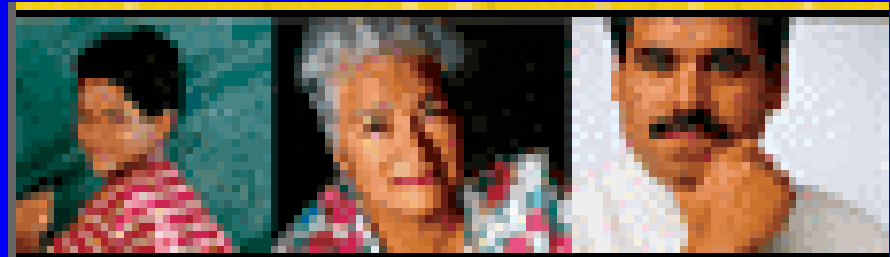


Hispanic?

- Hispanic origin refers to those who identify themselves as Mexican-American, Chicano, Mexican, Puerto Rican, Cuban, Central or south American or other Hispanic
- Persons of Hispanic origin can be of any race.

Hispanics

- Currently 35 million Hispanic residents -- 13% of US population
- It is the fastest growing minority
- Hispanic givers are consistent and loyal over time



Hispanics

- Hispanics have not advanced as quickly as other minority populations.
- High School Graduation only at 57%
- Not all Hispanics can or want to speak Spanish

Economics

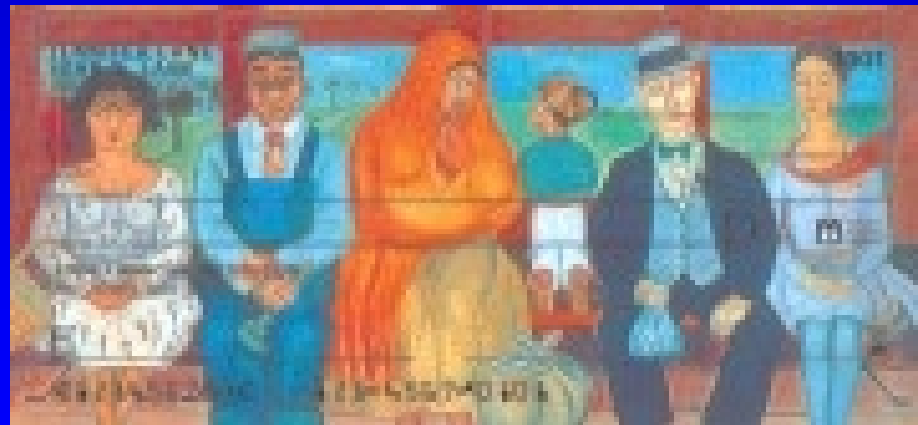
- In 2000, Blacks and Hispanics were almost twice as likely as whites to work in the service sector
- Median Hispanic HH income is \$30,700; national average non-Hispanic is \$44,400
- 1/3 of Hispanics have credit cards vs. 2/3 of U.S. households in general

Cultural Sensibilities

- Commitment to family, religion and heritage
- Church (generally Catholic)
- Mutual Assistance Organizations
- Godparents are important in culture

Cultural Sensibilities

- Strong work ethic
- Success is measured monetarily
- Believe in luck and fate
- Loyalty



Giving Interests

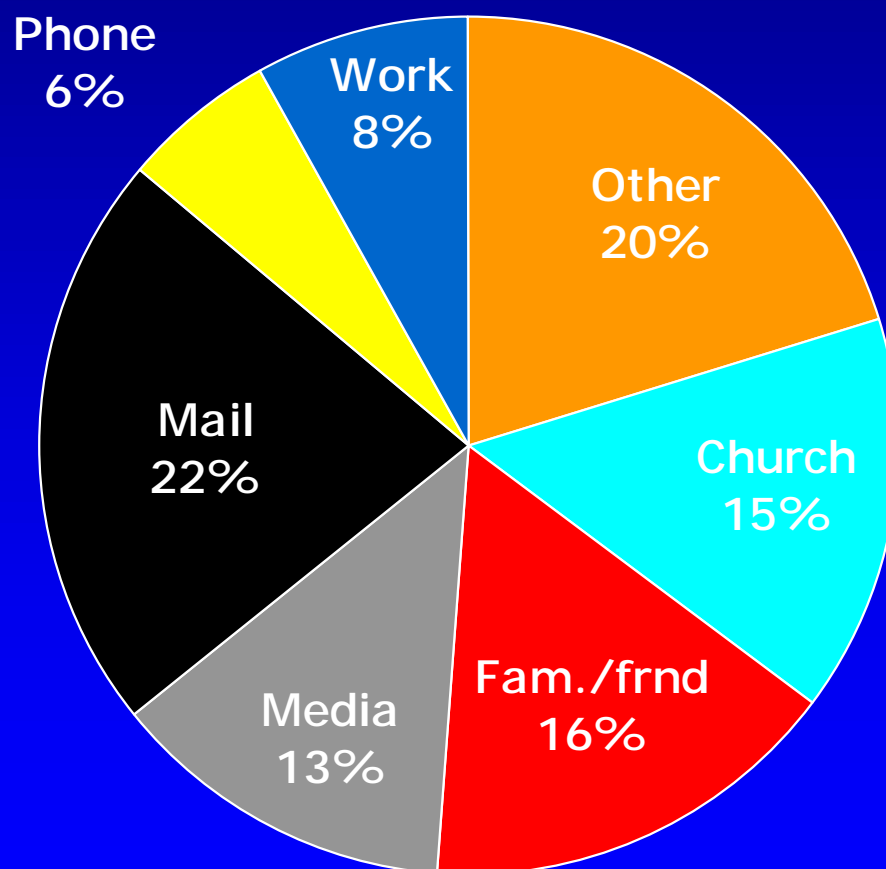
- Immediate needs take precedence
- Distrust of traditional non-profits
- Direct gift of cash to relatives or community members most common
- Giving often confidential and informal
- Give to church

Giving Interests

- 63% of Hispanics do give to non-profits
- Favorite causes are
 - education and job training
 - Victims of disaster
 - After school and youth programs



How Hispanics learned about Charity of Choice



Hispanic Ethnic Groups

- Groups Worth Targeting
 - Mexicans
 - Chicanos
- Groups not available (sending money home)
 - First Generation Immigrants
 - Guatemalans
 - Salvadorans

Hispanic Philanthropy

- Give consistently and loyally
- Think relationally – need connection to person or cause asking
- More educated give to diverse causes
- Do not always want recognition of gifts

Asian Americans

- Currently 12 million Asian Americans - 4% of US population
- Asian Americans give a larger % of income than whites
- Highly educated – 86% graduate high school, 44% have BA or more

Asian Americans

- Higher rate of savings than average – is tradition
- Interested in education and children's future
- Many immigrants, 61% foreign born – (Filipinos - 8 billion \$ goes home each year)

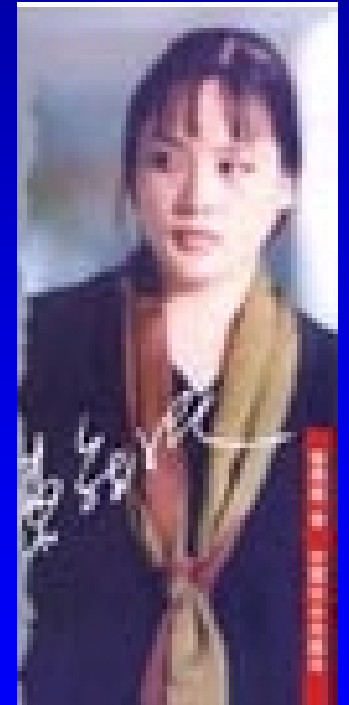


Asian American Giving

- Give to family and extended family
- Strong sense of reciprocity in giving
- Prefer recognition of gifts (gives them “face” in community)
- Make donations as part of big life events
- Successive generations adopt American giving patterns

Asian Americans Giving

- Giving is person to person, informal without records
- Give first to causes close to their hearts, can expand their interests
- Acculturation and education about giving takes time and creativity



Asian Indians

- Asian Indians richest immigrants in US (10% of silicon valley startups 1995-98)
- Interested in
 - Education
 - Community/human services
 - Give on special occasions
 - investing

Asian Indians

- 1.36 million Asian Indians in US, 80% in just 10 states
- Recognition in local US community important



African Americans

- 36 million African Americans are 13% of US population
- Majority of African Americans live in the South, with smaller groups in the Midwest (19%) and the Northeast (18%)
- Affluence grew 360% from 1967-1987 and is still increasing rapidly

African Americans & Giving

- Support the same causes as whites
- Donate higher % of income to charity & show greater growth in # of households giving
- Currently asked to give less frequently than whites

African Americans

- Give based on flexible kinship idea
- Strong desire to “give back”
- Give mainly to church
- Feel obligated to uplift the race
- Direct giving to individuals more valued than giving to organizations

African Americans

Favorite Causes

1. Church
2. Human services and education
3. Civil rights and economic development



Strategies to Attract Ethnic Philanthropy



Hispanics

- Relational focus – use testimonials
- Suggest gift in mother's/father's name
- Stress current needs over planned giving or endowments
- Utilize Spanish as appropriate

Hispanics

- Offer opportunities for volunteering – they give to organizations they volunteer with
- Use community spots featuring local figures
- Assure gift is used in ways they value

African Americans

- Emphasize PTV as a tool for the community – testimonials?
- Stress idea of “giving back” for value received
- Focus on personal value of PTV
- Tend to give more spontaneously to those in need – present station’s needs

Asian Americans

- Emphasize getting value for money
- Acknowledge gifts prominently
- Suggest giving to PTV as a way to celebrate life events (birth, death, marriage)
- Stress how PTV represents community values

The Questions

- Do the ethnic groups resemble the mainstream community in terms of ideas and motivations?
- How about in the way they engage in philanthropy?
- Do they support PTV??