



Seventh Annual GuideStar Nonprofit Survey Charitable Organizations and the Economy October 6-20, 2008

Executive Summary

Survey Participants

- The survey pool comprised 2,927 participants, 92% associated with public charities, 7% with private foundations/grantmakers, and less than 1% not associated with a nonprofit.
- At least 2,730 nonprofit organizations were represented in the survey results.
- All areas of the country, all sizes of nonprofits, and missions in all subject areas were represented.

Contribution Levels

- Participants were asked to compare contribution levels during the first 9 months of 2008 with contribution levels during the first 9 months of 2007. For the first time in 5 years, the percentage of participants reporting that contributions had decreased nearly equaled the percentage that said contributions had increased:

Change in Contributions

GuideStar Survey	Contributions Decreased	Contributions Stayed about the Same	Contributions Increased	Don't Know
October 2008	35%	25%	38%	2%
October 2007	19%	25%	52%	4%
October 2006	19%	27%	50%	4%
October 2005	22%	26%	49%	3%
October 2004	23%	24%	50%	3%
October 2003	35%	22%	39%	4%
November 2002	48%	22%	28%	3%

- New England and the Southwest appear to have fared best during the first 9 months of the year. New England had the smallest percentage (30%) of participants reporting decreased contributions, followed by the Southwest (31%). The Southwest had the greatest percentage (43%) reporting increased contributions, followed by New England (42%).
- The Southeast and Great Lakes had the greatest proportion of participants reporting decreased contributions (39% each). The Plains had the smallest proportion (32%) of

participants reporting increased contributions, followed by the Southeast (33%), and Great Lakes (36%). In all three of these regions, the proportion of participants reporting decreased contributions outnumbered the proportion reporting increased contributions.

- Nationally, respondents who said that contributions had decreased reported “Fewer individuals gave” (63%) and “Gifts from individuals were smaller” (60%) as the predominant reasons for the drop. (Participants could select more than one reason for decreased contributions.) By contrast, only 34% cited the next-most-frequent reason, “Corporate gifts were smaller.”
- Larger organizations—those with annual expenditures of \$500,000 or more—had the smallest proportion of participants reporting decreased contribution levels and the greatest reporting increased contributions.
- Three subject categories had the greatest percentage (41% each) of participants reporting decreased contributions: (1) diseases, disorders, and medical disciplines; (2) mental health and crisis intervention; and (3) religion. The appearance of religious organizations in this position is surprising, as they have received the largest proportion of annual charitable giving for more than 50 years.

Predictions for 2008 Giving Season

- Nearly half—46%—of participants from nonprofits that accept contributions said their organizations receive the majority of donations during the last quarter of the calendar year, the period often referred to as the giving season. An equal proportion reported that contributions to their organizations do *not* follow this pattern. The remaining 8% were unsure.
- Some 49% of participants from nonprofits that rely heavily on end-of-year contributions expect contribution levels for the 2008 giving season to be lower than those for the 2007 giving season. These results contrast dramatically with last year’s survey, in which 60% of participants from such organizations expected contributions for the 2007 giving season to exceed those for the 2006 giving season.

Demand for Services

- The vast majority (64%) of participants reported that demand for their organizations’ services increased during the first 9 months of 2008 compared to the first 9 months of 2007, continuing a trend GuideStar first noted in October 2003:

Change in Demand

GuideStar Survey	Demand Decreased	Demand Stayed about the Same	Demand Increased	Don’t Know
October 2008	6%	27%	64%	3%
October 2007	5%	25%	67%	3%
October 2006	4%	23%	72%	2%
October 2005	5%	24%	70%	2%
October 2004	5%	23%	71%	2%
October 2003	6%	22%	70%	2%

- New England and the Plains had the smallest proportion of participants reporting increased demand (61% each); the Southeast (67%) and Southwest (66%) had the greatest.
- Organization size had little to no impact on change in demand for services.
- Mutual and membership benefit organizations had the smallest percentage (49%) of participants reporting increased demand, followed by medical research organizations (53%); arts, culture, and humanities organizations (54%); and science and technology research institutes and services (55%).
- Crime and legal-related nonprofits had the greatest percentage (78%) of participants reporting increased demand, followed by housing and shelter nonprofits (77%) and food, agriculture, and nutrition nonprofits (also 77%).

Grantmaking

- Some 43% of participants from grantmaking nonprofits reported that the amounts their organizations awarded during the first 9 months of 2008 had increased over amounts awarded during the first 9 months of 2007.

Change in Grantmaking

GuideStar Survey	Amounts Awarded Decreased	Amounts Awarded Stayed about the Same	Amounts Awarded Increased	Don't Know
October 2008	16%	39%	43%	2%
October 2007	12%	33%	52%	3%
October 2006	14%	32%	52%	3%
October 2005	13%	38%	47%	2%
October 2004	19%	33%	45%	2%
October 2003	35%	36%	24%	4%
November 2002	40%	28%	18%	15%

- Some 44% of grantmakers said that applications to their organizations had increased. Of this number, 72% classified the increase as modest.

Survey Pool

E-mail invitations sent*: 42,784

*To GuideStar Newsletter subscribers associated with 501(c)(3) exempt organizations

Survey participants: 2,927

Response rate: 7%

Responses received from all 50 states, the District of Columbia, Ecuador, El Salvador, and Puerto Rico

Nonprofit Type

Survey question: “What type of nonprofit is your organization?”

Total responses	2,910
• Public charity	92%
• Private foundation/grantmaker	7%
• Not associated with a nonprofit	<1%

Individual nonprofits represented: $\geq 2,730$

Contribution Levels, January-September 2008

Survey question: “Does your organization accept contributions?”

Total responses	2,914
• Yes	97%
• No	3%

Survey question: “Did total contributions to your organization increase, decrease, or stay about the same during the first nine months of this year compared to the first nine months of 2007?”

Change in Contributions by Location

Region	No. of Responses	Contributions Decreased	Contributions Stayed about the Same	Contributions Increased	Don't Know
All Responses	2,834	35%	25%	38%	2%
New England (CT, ME, MA, NH, RI, VT)	205	30%	25%	42%	2%
Mideast (DC, DE, MD, NJ, NY, PA)	521	34%	25%	39%	3%
Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	585	39%	26%	33%	3%
Great Lakes (IL, IN, MI, OH, WI)	385	39%	23%	36%	2%
Plains (IA, KS, MN, MO, NE, ND, SD)	203	33%	34%	32%	1%
Rocky Mountains (CO, ID, MT, UT, WY)	107	36%	22%	40%	1%
Southwest (AZ, OK, NM, TX)	299	31%	22%	43%	3%
Far West (AK, CA, HI, NV, OR, WA)	501	32%	25%	40%	3%
International/no location given	28	39%	25%	36%	0%

“Best to Worst” by Location and Decreased Contributions

Region	No. of Responses	Contributions Decreased
New England (CT, ME, MA, NH, RI, VT)	62	30%
Southwest (AZ, OK, NM, TX)	93	31%
Far West (AK, CA, HI, NV, OR, WA)	161	32%
Plains (IA, KS, MN, MO, NE, ND, SD)	67	33%
Mideast (DC, DE, MD, NJ, NY, PA)	178	34%
Rocky Mountains (CO, ID, MT, UT, WY)	39	36%
Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	227	39%
Great Lakes (IL, IN, MI, OH, WI)	151	39%

“Best to Worst” by Location and Increased Contributions

Region	No. of Responses	Contributions Increased
Southwest (AZ, OK, NM, TX)	129	43%
New England (CT, ME, MA, NH, RI, VT)	87	42%
Rocky Mountains (CO, ID, MT, UT, WY)	43	40%
Far West (AK, CA, HI, NV, OR, WA)	199	40%
Mideast (DC, DE, MD, NJ, NY, PA)	201	39%
Great Lakes (IL, IN, MI, OH, WI)	139	36%
Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	192	33%
Plains (IA, KS, MN, MO, NE, ND, SD)	64	32%

Additional Information on Decreased Contributions by Location

Region	No. of “Decreased” Responses	Contributions Decreased Greatly	Contributions Decreased Modestly
All Responses	989	36%	64%
New England (CT, ME, MA, NH, RI, VT)	62	39%	61%
Mideast (DC, DE, MD, NJ, NY, PA)	178	29%	71%
Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	227	41%	59%
Great Lakes (IL, IN, MI, OH, WI)	151	33%	67%
Plains (IA, KS, MN, MO, NE, ND, SD)	67	33%	67%
Rocky Mountains (CO, ID, MT, UT, WY)	39	36%	64%
Southwest (AZ, OK, NM, TX)	93	35%	65%
Far West (AK, CA, HI, NV, OR, WA)	161	40%	60%
International/no location given	11	27%	73%

Additional Information on Increased Contributions by Location

Region	No. of "Increased" Responses	Contributions Increased Greatly	Contributions Increased Modestly
All Responses	1,064	21%	79%
New England (CT, ME, MA, NH, RI, VT)	87	21%	79%
Mideast (DC, DE, MD, NJ, NY, PA)	201	19%	81%
Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	192	22%	78%
Great Lakes (IL, IN, MI, OH, WI)	139	22%	78%
Plains (IA, KS, MN, MO, NE, ND, SD)	64	17%	83%
Rocky Mountains (CO, ID, MT, UT, WY)	43	26%	74%
Southwest (AZ, OK, NM, TX)	129	20%	80%
Far West (AK, CA, HI, NV, OR, WA)	199	23%	77%
International/no location given	10	20%	80%

Change in Contributions by Organization Size

Size (Based on Total Annual Expenditures)	No. of Responses	Contributions Decreased	Contributions Stayed about the Same	Contributions Increased	Don't Know
<\$25,000	327	41%	29%	26%	4%
\$25,000-\$99,999	285	39%	26%	32%	3%
\$100,000-\$249,999	454	38%	26%	33%	2%
\$250,000-\$499,999	374	37%	21%	41%	2%
\$500,000-\$999,999	387	30%	27%	40%	2%
\$1 mil-\$4,999,999	610	33%	26%	40%	1%
\$5 mil-\$19,999,999	266	27%	19%	53%	1%
\$20 mil or more	86	34%	22%	42%	2%
Don't know/no answer	17	18%	12%	29%	41%

"Best to Worst" by Organization Size and Decreased Contributions

Size (Based on Total Annual Expenditures)	No. of Responses	Contributions Decreased
\$5 mil-\$19,999,999	266	27%
\$500,000-\$999,999	387	30%
\$1 mil-\$4,999,999	610	33%
\$20 mil or more	86	34%
\$250,000-\$499,999	374	37%
\$100,000-\$249,999	454	38%
\$25,000-\$99,999	285	39%
<\$25,000	327	41%

“Best to Worst” by Organization Size and Increased Contributions

Size (Based on Total Annual Expenditures)	No. of Responses	Contributions Increased
\$5 mil-\$19,999,999	266	53%
\$20 mil or more	86	42%
\$250,000-\$499,999	374	41%
\$500,000-\$999,999	387	40%
\$1 mil-\$4,999,999	610	40%
\$100,000-\$249,999	454	33%
\$25,000-\$99,999	285	32%
<\$25,000	327	26%

Additional Information on Decreased Contributions by Organization Size

Size (Based on Total Annual Expenditures)	No. of “Decreased” Responses	Contributions Decreased Greatly	Contributions Decreased Modestly
<\$25,000	133	56%	44%
\$25,000-\$99,999	112	45%	55%
\$100,000-\$249,999	172	39%	61%
\$250,000-\$499,999	138	28%	72%
\$500,000-\$999,999	118	32%	68%
\$1 mil-\$4,999,999	202	28%	72%
\$5 mil-\$19,999,999	71	21%	79%
\$20 mil or more	29	38%	62%
Don’t know/no answer	3	33%	67%

Additional Information on Increased Contributions by Organization Size

Size (Based on Total Annual Expenditures)	No. of “Increased” Responses	Contributions Increased Greatly	Contributions Increased Modestly
<\$25,000	85	16%	84%
\$25,000-\$99,999	91	26%	74%
\$100,000-\$249,999	151	25%	75%
\$250,000-\$499,999	152	24%	76%
\$500,000-\$999,999	154	16%	84%
\$1 mil-\$4,999,999	241	18%	82%
\$5 mil-\$19,999,999	142	23%	77%
\$20 mil or more	36	22%	78%
Don’t know/no answer	5	40%	60%

Change in Contributions by Subject Area

Subject Area*	No. of Responses	Contributions Decreased	Contributions Stayed about the Same	Contributions Increased	Don't Know
Animal Related	190	37%	21%	37%	5%
Arts, Culture, Humanities	401	37%	20%	39%	4%
Civil Rights, Social Action, Advocacy	222	38%	21%	35%	6%
Community Improvement, Capacity Building	353	35%	27%	36%	2%
Crime, Legal Related	82	35%	24%	34%	6%
Diseases, Disorders, Medical Disciplines	164	41%	16%	41%	1%
Education	897	36%	24%	38%	2%
Employment, Job Related	155	33%	21%	45%	1%
Environmental Quality, Protection, Beautification	185	32%	22%	44%	2%
Food, Agriculture, Nutrition	199	35%	28%	35%	2%
Health—General, Rehabilitative	448	36%	22%	39%	2%
Housing, Shelter	373	36%	23%	38%	2%
Human Services	468	39%	26%	34%	1%
International, Foreign Affairs, National Security	71	38%	14%	44%	4%
Medical Research	44	36%	16%	48%	0%
Mental Health, Crisis Intervention	269	41%	22%	33%	4%
Mutual/Membership Benefit	35	26%	29%	46%	0%
Philanthropy, Voluntarism, Grantmaking Foundations	95	34%	28%	34%	4%
Public Safety, Disaster Preparedness, Relief	83	29%	28%	42%	1%
Public, Societal Benefit	306	36%	23%	39%	3%
Recreation, Sports, Leisure, Athletics	133	35%	25%	36%	5%
Religion	177	41%	20%	38%	2%
Science and Technology Research Institutes, Services	38	29%	37%	32%	3%
Social Science Research Institutes, Services	35	37%	26%	34%	3%
Unclassified	14	29%	36%	36%	0%
Youth Development	547	36%	21%	40%	3%

*Participants could select more than one subject area

“Best to Worst” by Subject Area and Decreased Contributions

Subject Area*	No. of Responses	Contributions Decreased
Mutual/Membership Benefit	35	26%
Public Safety, Disaster Preparedness, Relief	83	29%
Science and Technology Research Institutes, Services	38	29%
Unclassified	14	29%
Environmental Quality, Protection, Beautification	185	32%
Employment, Job Related	155	33%
Philanthropy, Voluntarism, Grantmaking Foundations	95	34%
Community Improvement, Capacity Building	353	35%
Crime, Legal Related	82	35%
Food, Agriculture, Nutrition	199	35%
Recreation, Sports, Leisure, Athletics	133	35%
Education	897	36%
Health—General, Rehabilitative	448	36%
Housing, Shelter	373	36%
Medical Research	44	36%
Public, Societal Benefit	306	36%
Youth Development	547	36%
Animal Related	190	37%
Arts, Culture, Humanities	401	37%
Social Science Research Institutes, Services	35	37%
Civil Rights, Social Action, Advocacy	222	38%
International, Foreign Affairs, National Security	71	38%
Human Services	468	39%
Diseases, Disorders, Medical Disciplines	164	41%
Mental Health, Crisis Intervention	269	41%
Religion	177	41%

*Participants could select more than one subject area

“Best to Worst” by Subject Area and Increased Contributions

Subject Area*	No. of Responses	Contributions Increased
Medical Research	44	48%
Mutual/Membership Benefit	35	46%
Employment, Job Related	155	45%
Environmental Quality, Protection, Beautification	185	44%
International, Foreign Affairs, National Security	71	44%
Public Safety, Disaster Preparedness, Relief	83	42%
Diseases, Disorders, Medical Disciplines	164	41%
Youth Development	547	40%
Arts, Culture, Humanities	401	39%
Health—General, Rehabilitative	448	39%
Public, Societal Benefit	306	39%
Education	897	38%
Housing, Shelter	373	38%
Religion	177	38%
Animal Related	190	37%
Community Improvement, Capacity Building	353	36%
Recreation, Sports, Leisure, Athletics	133	36%
Unclassified	14	36%
Civil Rights, Social Action, Advocacy	222	35%
Food, Agriculture, Nutrition	199	35%
Crime, Legal Related	82	34%
Human Services	468	34%
Philanthropy, Voluntarism, Grantmaking Foundations	95	34%
Social Science Research Institutes, Services	35	34%
Mental Health, Crisis Intervention	269	33%
Science and Technology Research Institutes, Services	38	32%

*Participants could select more than one subject area

More Information on Decreased Contributions by Subject Area

Subject Area*	No. of “Decreased” Responses	Contributions Decreased Greatly	Contributions Decreased Modestly
Animal Related	70	50%	50%
Arts, Culture, Humanities	150	35%	65%
Civil Rights, Social Action, Advocacy	85	40%	60%
Community Improvement, Capacity Building	125	38%	62%
Crime, Legal Related	29	31%	69%
Diseases, Disorders, Medical Disciplines	68	51%	49%
Education	321	38%	62%
Employment, Job Related	51	41%	59%
Environmental Quality, Protection, Beautification	59	49%	51%
Food, Agriculture, Nutrition	70	36%	64%
Health—General, Rehabilitative	163	38%	62%
Housing, Shelter	136	38%	63%
Human Services	183	34%	66%
International, Foreign Affairs, National Security	27	37%	63%
Medical Research	16	44%	56%
Mental Health, Crisis Intervention	109	35%	65%
Mutual/Membership Benefit	9	33%	67%
Philanthropy, Voluntarism, Grantmaking Foundations	32	41%	59%
Public Safety, Disaster Preparedness, Relief	24	38%	63%
Public, Societal Benefit	110	37%	63%
Recreation, Sports, Leisure, Athletics	46	26%	74%
Religion	72	35%	65%
Science and Technology Research Institutes, Services	11	27%	73%
Social Science Research Institutes, Services	13	38%	62%
Unclassified	4	75%	25%
Youth Development	197	37%	63%

*Participants could select more than one subject area

More Information on Increased Contributions by Subject Area

Subject Area*	No. of “Increased” Responses	Contributions Increased Greatly	Contributions Increased Modestly
Animal Related	71	18%	82%
Arts, Culture, Humanities	155	20%	80%
Civil Rights, Social Action, Advocacy	77	16%	84%
Community Improvement, Capacity Building	126	25%	75%
Crime, Legal Related	28	14%	86%
Diseases, Disorders, Medical Disciplines	68	29%	71%
Education	344	22%	78%
Employment, Job Related	69	20%	80%
Environmental Quality, Protection, Beautification	81	21%	79%
Food, Agriculture, Nutrition	69	17%	83%
Health—General, Rehabilitative	175	25%	75%
Housing, Shelter	141	21%	79%
Human Services	158	16%	84%
International, Foreign Affairs, National Security	31	42%	58%
Medical Research	21	29%	71%
Mental Health, Crisis Intervention	89	20%	80%
Mutual/Membership Benefit	16	25%	75%
Philanthropy, Voluntarism, Grantmaking Foundations	32	9%	91%
Public Safety, Disaster Preparedness, Relief	35	14%	86%
Public, Societal Benefit	118	22%	78%
Recreation, Sports, Leisure, Athletics	48	25%	75%
Religion	67	16%	84%
Science and Technology Research Institutes, Services	12	17%	83%
Social Science Research Institutes, Services	12	25%	75%
Unclassified	5	40%	60%
Youth Development	218	22%	78%

*Participants could select more than one subject area

Reasons for Decreased Contributions

Survey question: “What factors caused total contributions to decrease during the first nine months of this year compared to the first nine months of 2007? (Select all that apply.)”

Total responses	984
• Fewer individuals gave	63%
• Gifts from individuals smaller	60%
• Corporate gifts smaller	34%
• Private foundation grants smaller	29%
• Private foundation grants discontinued	13%
• Government grants smaller	13%
• Corporate gifts were discontinued	13%
• Other	11%
• Government grants were discontinued	7%
• Government contracts smaller	6%
• Government contracts were discontinued	2%

2008 Giving Season

Survey question: “Many charities report that they receive the majority of their contributions in October, November, and December. Is this true for your organization?”

Total responses	2,822
• Yes	46%
• No	46%
• Not sure	8%

Survey question: “How do you think contributions to your organization during October, November, and December 2008 will compare to contributions received in October, November, and December 2007?”

Total responses	1,309
• Expect contributions to increase	20%
• Expect contributions to stay about the same	28%
• Expect contributions to decrease	49%
• No idea	3%

More Information on Expected Increases and Decreases

Total responses	1,309
• Expect contributions to increase greatly	3%
• Expect contributions to increase modestly	17%
• Expect contributions to decrease greatly	12%
• Expect contributions to decrease modestly	37%

Demand for Services

Survey question: “Did demand for your organization’s services increase, decrease, or stay about the same during the first nine months of this year compared to the first nine months of 2007?”

Change in Demand for Services by Location

Region	No. of Responses	Demand Decreased	Demand Stayed about the Same	Demand Increased	Don’t Know
All Responses	2,826	6%	27%	64%	3%
New England (CT, ME, MA, NH, RI, VT)	204	7%	27%	61%	5%
Mideast (DC, DE, MD, NJ, NY, PA)	518	6%	30%	62%	3%
Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	584	6%	25%	67%	3%
Great Lakes (IL, IN, MI, OH, WI)	385	5%	28%	65%	2%
Plains (IA, KS, MN, MO, NE, ND, SD)	203	7%	29%	61%	2%
Rocky Mountains (CO, ID, MT, UT, WY)	107	7%	26%	64%	2%
Southwest (AZ, OK, NM, TX)	298	4%	28%	66%	2%
Far West (AK, CA, HI, NV, OR, WA)	499	5%	28%	65%	2%
International/no location given	28	7%	21%	68%	4%

Least to Most Increase in Demand by Location

Region	No. of Responses	Demand Increased
New England (CT, ME, MA, NH, RI, VT)	204	61%
Plains (IA, KS, MN, MO, NE, ND, SD)	203	61%
Mideast (DC, DE, MD, NJ, NY, PA)	518	62%
Rocky Mountains (CO, ID, MT, UT, WY)	107	64%
Great Lakes (IL, IN, MI, OH, WI)	385	65%
Far West (AK, CA, HI, NV, OR, WA)	499	65%
Southwest (AZ, OK, NM, TX)	298	66%
Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	584	67%

Additional Information on Increased Demand for Services by Location

Region	No. of "Increased" Responses	Demand Increased Greatly	Demand Increased Modestly
All Responses	1,815	46%	54%
New England (CT, ME, MA, NH, RI, VT)	124	40%	60%
Mideast (DC, DE, MD, NJ, NY, PA)	319	44%	56%
Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	390	50%	50%
Great Lakes (IL, IN, MI, OH, WI)	249	48%	52%
Plains (IA, KS, MN, MO, NE, ND, SD)	124	48%	52%
Rocky Mountains (CO, ID, MT, UT, WY)	69	49%	51%
Southwest (AZ, OK, NM, TX)	197	48%	52%
Far West (AK, CA, HI, NV, OR, WA)	324	41%	59%
International/no location given	19	53%	47%

Change in Demand for Services Compared to Change in Contributions

Change in Contributions	No. of Responses	Demand Decreased	Demand Stayed about the Same	Demand Increased	Don't Know
Contributions decreased	985	9%	27%	62%	2%
Contributions about the same	708	4%	33%	60%	2%
Contributions increased	1062	4%	24%	70%	2%
Don't know about contribution levels/no answer	69	6%	22%	55%	17%

More Information on Increased Demand for Services and Change in Contributions

Change in Contributions	No. of "Demand Increased" Responses	Demand Increased Greatly	Demand Increased Modestly
All contribution levels	1,814	46%	54%
Contributions decreased greatly	214	55%	45%
Contributions decreased modestly	396	42%	58%
Contributions about the same	426	41%	59%
Contributions increased greatly	164	56%	44%
Contributions increased modestly	576	46%	54%
Don't know about contributions/no answer	38	50%	50%

Change in Demand for Services by Organization Size

Size (Based on Total Annual Expenditures)	No. of Responses	Demand Decreased	Demand Stayed about the Same	Demand Increased	Don't Know
<\$25,000	324	6%	33%	53%	7%
\$25,000-\$99,999	284	6%	32%	59%	3%
\$100,000-\$249,999	454	5%	19%	74%	2%
\$250,000-\$499,999	374	6%	27%	66%	1%
\$500,000-\$999,999	384	4%	29%	66%	1%
\$1 mil-\$4,999,999	611	7%	27%	64%	2%
\$5 mil-\$19,999,999	265	6%	25%	68%	1%
\$20 mil or more	85	5%	32%	58%	6%
Don't know/no answer	17	6%	41%	24%	29%

Organization Sizes Reporting Least to Most Increase in Demand

Size (Based on Total Annual Expenditures)	No. of Responses	Demand Increased
<\$25,000	324	53%
\$20 mil or more	85	58%
\$25,000-\$99,999	284	59%
\$1 mil-\$4,999,999	611	64%
\$250,000-\$499,999	374	66%
\$500,000-\$999,999	384	66%
\$5 mil-\$19,999,999	265	68%
\$100,000-\$249,999	454	74%

Additional Information on Increased Demand for Services by Organization Size

Size (Based on Total Annual Expenditures)	No. of Responses	Demand Increased Greatly	Demand Increased Modestly
<\$25,000	172	47%	53%
\$25,000-\$99,999	168	49%	51%
\$100,000-\$249,999	338	48%	52%
\$250,000-\$499,999	246	52%	48%
\$500,000-\$999,999	254	42%	58%
\$1 mil-\$4,999,999	390	44%	56%
\$5 mil-\$19,999,999	180	43%	57%
\$20 mil or more	49	37%	63%
Don't know/no answer	4	25%	75%

Change in Demand for Services by Subject Area

Subject Area*	No. of Responses	Demand Decreased	Demand Stayed about the Same	Demand Increased	Don't Know
Animal Related	191	4%	20%	75%	2%
Arts, Culture, Humanities	401	9%	33%	54%	3%
Civil Rights, Social Action, Advocacy	220	2%	21%	73%	4%
Community Improvement, Capacity Building	352	3%	23%	71%	3%
Crime, Legal Related	83	1%	18%	78%	2%
Diseases, Disorders, Medical Disciplines	163	7%	25%	65%	3%
Education	893	5%	28%	64%	2%
Employment, Job Related	153	2%	19%	76%	3%
Environmental Quality, Protection, Beautification	183	4%	36%	58%	2%
Food, Agriculture, Nutrition	198	4%	18%	77%	1%
Health—General, Rehabilitative	446	6%	22%	69%	3%
Housing, Shelter	371	3%	18%	77%	2%
Human Services	468	6%	21%	72%	2%
International, Foreign Affairs, National Security	71	0%	27%	70%	3%
Medical Research	43	0%	40%	53%	7%
Mental Health, Crisis Intervention	268	6%	19%	74%	1%
Mutual/Membership Benefit	35	0%	49%	49%	3%
Philanthropy, Voluntarism, Grantmaking Foundations	94	1%	33%	62%	4%
Public Safety, Disaster Preparedness, Relief	82	4%	34%	61%	1%
Public, Societal Benefit	305	6%	20%	70%	4%
Recreation, Sports, Leisure, Athletics	133	12%	23%	63%	2%
Religion	176	6%	31%	63%	0%
Science and Technology Research Institutes, Services	38	3%	37%	55%	5%
Social Science Research Institutes, Services	35	6%	23%	69%	3%
Unclassified	14	14%	21%	64%	0%
Youth Development	544	5%	25%	68%	3%

*Participants could select more than one subject area

Least to Most Increase in Demand by Subject Area

Subject Area*	No. of Responses	Demand Increased
Mutual/Membership Benefit	35	49%
Medical Research	43	53%
Arts, Culture, Humanities	401	54%
Science and Technology Research Institutes, Services	38	55%
Environmental Quality, Protection, Beautification	183	58%
Public Safety, Disaster Preparedness, Relief	82	61%
Philanthropy, Voluntarism, Grantmaking Foundations	94	62%
Recreation, Sports, Leisure, Athletics	133	63%
Religion	176	63%
Education	893	64%
Unclassified	14	64%
Diseases, Disorders, Medical Disciplines	163	65%
Youth Development	544	68%
Health—General, Rehabilitative	446	69%
Social Science Research Institutes, Services	35	69%
International, Foreign Affairs, National Security	71	70%
Public, Societal Benefit	305	70%
Community Improvement, Capacity Building	352	71%
Human Services	468	72%
Civil Rights, Social Action, Advocacy	220	73%
Mental Health, Crisis Intervention	268	74%
Animal Related	191	75%
Employment, Job Related	153	76%
Food, Agriculture, Nutrition	198	77%
Housing, Shelter	371	77%
Crime, Legal Related	83	78%

*Participants could select more than one subject area

Additional Information on Increased Demand for Services by Subject Area

Subject Area*	No. of “Increased” Responses	Demand Increased Greatly	Demand Increased Modestly
Animal Related	143	59%	41%
Arts, Culture, Humanities	218	34%	66%
Civil Rights, Social Action, Advocacy	160	53%	47%
Community Improvement, Capacity Building	250	53%	47%
Crime, Legal Related	65	42%	58%
Diseases, Disorders, Medical Disciplines	106	57%	43%
Education	572	44%	56%
Employment, Job Related	116	66%	34%
Environmental Quality, Protection, Beautification	107	50%	50%
Food, Agriculture, Nutrition	153	62%	38%
Health—General, Rehabilitative	308	51%	49%
Housing, Shelter	286	53%	47%
Human Services	336	43%	57%
International, Foreign Affairs, National Security	50	48%	52%
Medical Research	23	57%	43%
Mental Health, Crisis Intervention	198	53%	47%
Mutual/Membership Benefit	17	53%	47%
Philanthropy, Voluntarism, Grantmaking Foundations	58	45%	55%
Public Safety, Disaster Preparedness, Relief	50	52%	48%
Public, Societal Benefit	214	52%	48%
Recreation, Sports, Leisure, Athletics	84	39%	61%
Religion	111	52%	48%
Science and Technology Research Institutes, Services	21	33%	67%
Social Science Research Institutes, Services	24	33%	67%
Unclassified	9	67%	33%
Youth Development	368	44%	56%

*Participants could select more than one subject area

Grantmaking

Survey question: “Does your organization award grants?”

Total responses	2,839
• Yes	18%
• No	82%

Additional Information on Grantmakers

Total responses	510
• Public charity	78%
• Private foundation/grantmaker	22%
• Nonprofit type not identified	0%*

*Proportion of respondents in this category significantly below 1%

Survey question: “Did the total amount of moneys your organization awarded increase, decrease, or stay about the same during the first nine months of this year compared to the first nine months of 2007?”

Change in Grantmaking by Type of Organization

	No. of Responses	Amounts Awarded Decreased	Amounts Awarded Stayed about the Same	Amounts Awarded Increased	Don't Know
All grantmakers	509	16%	39%	43%	2%
Public charities	395	14%	38%	46%	2%
Private foundations/ grantmakers	112	22%	42%	35%	1%
Nonprofit type not identified	2	0%	0%	100%	0%

Additional Information on Decreased Amounts Awarded

	No. of “Decreased” Responses	Amounts Awarded Decreased Greatly	Amounts Awarded Decreased Modestly
All grantmakers	81	31%	69%
Public charities	56	32%	68%
Private foundations/grantmakers	25	28%	72%

Additional Information on Increased Amounts Awarded

	No. of “Increased” Responses	Amounts Awarded Increased Greatly	Amounts Awarded Increased Modestly
All grantmakers	221	23%	77%
Public charities	180	22%	78%
Private foundations/grantmakers	39	26%	74%
Nonprofit type not identified	2	50%	50%

Survey question: “Did the number of funding applications/grant requests increase, decrease, or stay about the same during the first nine months of this year compared to the first nine months of 2007?”

	No. of Responses	Applications Decreased	Applications stayed about the Same	Applications Increased	Don't Know
All grantmakers	508	6%	46%	44%	5%
Public charities	395	5%	45%	44%	6%
Private foundations/grantmakers	111	8%	50%	40%	3%
Nonprofit type not identified	2	0%	0%	100%	0%

Additional Information on Decreased Applications

	No. of Responses	Applications Decreased Greatly	Applications Decreased Modestly
All grantmakers	29	28%	72%
Public charities	20	25%	75%
Private foundations/grantmakers	9	33%	67%

Additional Information on Increased Applications

	No. of Responses	Applications Increased Greatly	Applications Increased Modestly
All grantmakers	221	33%	67%
Public charities	175	36%	64%
Private foundations/grantmakers	44	23%	77%

Respondents

Survey question: “For classification purposes, what is your **primary** responsibility with your organization?”

Total number of responses	2,901
• Board Member/Board Director/Trustee	6%
• CEO/Executive Director/President	53%
• Chief Financial Officer/Organization Treasurer	9%
• Executive Officer (other than CEO/Executive Director/President or Chief Financial Officer/Organization Treasurer)	6%
• Communications	1%
• Development/Fundraising	15%
• Fiscal/Finance (other than Chief Financial Officer or Organization Treasurer)	3%
• Marketing	1%
• Other	4%
• Programs and Services	2%
• Publishing	0%*
• Technology	0%*
• Volunteer	1%

* Proportion of respondents in this category significantly below 1%