

## Latino Philanthropy

1. A large amount of Hispanic giving goes to support relatives living abroad.
2. 70-75% of all Latino donations is given to religious organizations.
3. A charitable tax deduction is *not* important to Hispanic donors. Most do not itemize deductions on their income tax forms.
4. Hispanics tend to give primarily to causes relating to children, the arts, culture and education.
5. Latinos have a cultural tradition of mutual assistance groups (*mutualistas*) that provide individual support for Latinos experiencing social or economic pressures.
6. Most Latinos make contributions quietly and directly to those in need without going through an organization.
7. While most households in the US receive an average of 300 requests for donations yearly, Hispanic households receive only 5-6 solicitations per year. (Source: *Hispanics in Philanthropy*)
8. Both the Hispanic Federation and Independent Sector research indicates that Hispanics are simply not asked to contribute to organizations at the same rate as their counterparts.
9. Latino donors report a surprising dearth of effective, targeted outreach efforts to solicit their involvement and financial support.
10. By 2025, Hispanics will be the largest racial or ethnic group in California, comprising 43% of the State's population. By 2050, Hispanic population will reach 24.5% of the nation's total population.
11. Latinos come from nations where government and churches, rather than private or non-profit organizations, have traditionally played the central roles in mitigating social inequities.
12. Currently, 53% of Latino households contribute to organized charity as opposed to 72% of all U.S. households.
13. The number of Latinos achieving professional status is increasing and so is the number of Latinos who are participating in higher-end, organized philanthropy.
14. Although Latinos prefer to support Latino constituencies in need and Latino community causes, *they generally give just as much to mainstream causes.*
15. Few Latinos support endowments.
16. Familial and culturally based factors, such as a sense of responsibility to one's relatives and kin, seem to drive Latino donors' giving.
17. Like mainstream philanthropists, Latino donors seem to respond most favorably to appeals from respected leaders and peers in their community or profession.
18. The Latino community is *not* homogeneous. What works well for a Mexican-American in California may not work with a Puerto Rican in Manhattan.

## Asian-American Philanthropy

1. The most recent US Census tracks report that Asian-Americans comprise 4.6% of the American population. In California, this number escalates to 13.70%, with only Hawaii having a larger Asian-American population.
2. Philanthropy among Asian-Americans is difficult to measure since giving is done more informally than institutionally. However, a growing number of Asian-Americans are becoming prominent philanthropists. (Oscar Wang, Lula & Anthony Wang - \$25 million to Wellesley; Jerry Yang (Yahoo!) - \$75 million to Stanford; Allene Wong and David Eckles - transformational gifts.)
3. A popular phenomenon with Asian-American philanthropists is the “giving circle” concept. This is linked to the traditional Asian mutual aid society. Groups of Asian-Americans, typically highly educated, urban young professionals, pool their funds and collectively decide to benefit Asian-American community organizations. These donors tend to give to causes helping new immigrants transition successfully to life in the U.S. rather than to high visibility causes.
4. After a decade in America, giving patterns become similar to that of native-born Americans, while *volunteering* takes longer to change. By the second generation, differences between immigrant and non-immigrant giving are non-existent.
5. Asian-American ethnic groups are *not* homogenous. Japanese-Americans have a great interest in civil rights; Filipino-Americans give back to their country of origin. Chinese-Americans share a deep regard for their cultural heritage. All have in common strong traditions of helping, serving and sharing. They can make wonderfully committed volunteers who can be moved into the donor pool.
6. Often, the first move into organized American philanthropy is through the United Way or their *alma mater*.
7. Asian-American donors often use a *quid pro quo* paradigm. In other words, if they give to their peer’s favorite cause, they expect their peer to return the favor.
8. Philanthropy is often seen as a means of social change.
9. The donor acquisition cycle is quite long, generally 18-36 months between first meeting and first donation.
10. Even at lower levels, Asian-American donors respond more favorably to personal requests than to other types of fundraising, *especially direct mail!*
11. Asian-Americans tend to enjoy special events, including dances, golf tournaments, and athletic competition, as ways to introduce their friends to favorite charities.
12. Most Asian-Americans are extremely practical and skeptical. It takes time to earn their trust. *Accountability is key.*
13. The issue is not *teaching* Asian-Americans about how to give – they are very generous. Instead, it is to inform them about the most effective and impactful philanthropic vehicles.

## African-American Philanthropy

1. Three major strains have dominated African-American philanthropy: humanitarian aid, designed to ameliorate individual and community hardships; institutional development or self-help regarding the establishment of churches, schools and commercial enterprises for Black communities; and movements for social change.
2. Few African-Americans define their giving as “philanthropy.” Many see their donations of time and money as unremarkable, and believe that “philanthropy” is a term reserved for multimillionaires. Giving to and serving family, neighbors and needy strangers are seen as *general obligations* rather than *philanthropy*.
3. Researchers predict several new trends in charitable giving patterns of the African-American population that result from transformations begun in the 1960s:
  - a. Growth of the Black middle and upper classes
  - b. End of legalized segregation; dispersal of the Black population
  - c. Economic empowerment of predominately Black communities
  - d. Changes in the role of the Federal government
  - e. Growing interest in Black philanthropy among mainstream organizations
4. The Black church tends to be at the center of African-American philanthropy because of the indigenous control that African-Americans have over the Black church and the Black church’s appeal to different socioeconomic strata within the African-American community. (A Gallop Poll found that 75% of philanthropic dollars in the Black community were funneled through religious institutions.)
5. Blacks and whites at the same income levels have similar levels of giving.
6. African-Americans and whites differ in approaches to fundraising – whites seek information about the fundraiser and beneficiaries of their support; African-Americans consider such behavior as probing and are private and confidential.
7. Decisions regarding donations of money or volunteering are generally made on a situational and personal – rather than abstract or organizational – basis.
8. Gifts of time are valued more highly than gifts of money.
9. African-American females pattern their giving after their mothers, while African-American males tend to rely on male role models other than their fathers.
10. “Self-help” is the motive for most African-American philanthropic initiatives.
11. Surveys have found that the majority of African-Americans view endowments as something specific to large, wealthy, mainstream organizations. Researchers say that it is because of this that most African-Americans continue to prefer to donate to individuals and organization in immediate need rather than making more formal planned gifts to open-ended funds and charities.
12. Among African-American donors, tax advantages play a lesser role in their giving than the desire to “give back” and share their success with those in need. As African-Americans amass estates of sufficient size to place them in jeopardy of wealth tax penalties, the tax implications of charitable giving will become an increasingly important part of their philanthropy.