

Nonprofit Donor Profile
National Sector Data

Arts and Culture Nonprofits

Statistical Highlights From
the 2015 NMI Healthy
Aging Database®

Sponsored in part by:



Introduction

This report from The Stelter Company, the leading philanthropy-marketing consultant to nonprofits in the United States, provides fresh data on donors in the United States to arts and culture nonprofits. The data are taken from the Natural Marketing Institute's 2015 Healthy Aging Database® study, sponsored in part by Stelter.

This information will help nonprofit professionals gain new insights into the preferences, priorities and key demographics of donors specific to the arts and culture sector.

No other nonprofit marketing consultancy has captured this level of detailed data about donor communities across the United States.

We invite you to put this information to work in delivering more strategic marketing communications services for your organization.



About This Report

The findings in this report are based on a survey of respondents to the 2015 Healthy Aging Database® study conducted by the Natural Marketing Institute (NMI).

The study was conducted in April 2015 among 3,001 U.S. adults age 18+ representing a statistically valid sample of the general population. This sample was composed of:

+ 35% Millennials + 20% Gen X + 37% Boomers + 8% Matures

The study was balanced to U.S. Census data across key demographics:

+ Gender + Age + Income + Education
+ Region + Race

The study is statistically significant at the 95 percent confidence level to a +/- 1.5 percent margin of error. This means if the survey were repeated using the same questions and methodology, 19 times out of 20, the findings would not vary from the percentages shown here by more than plus or minus 1.5 percent.

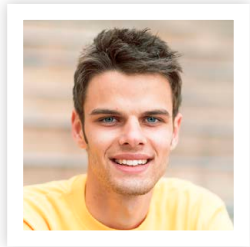
Definitions

Donors: U.S. adults age 18+ who have **ever** contributed to a charitable organization

Frequent donors: U.S. adults age 18+ who donate to an organization **at least** once per year

Non-donors: U.S. adults age 18+ who have **never** contributed to a charitable organization

General population: U.S. adults age 18+



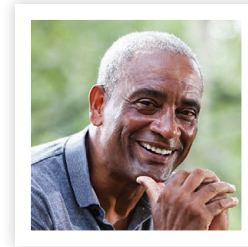
Millennials

Born 1977–1998
(ages 19–39)



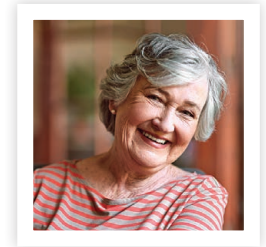
Gen X

Born 1965–1976
(ages 40–51)



Boomers

Born 1946–1964
(ages 52–70)

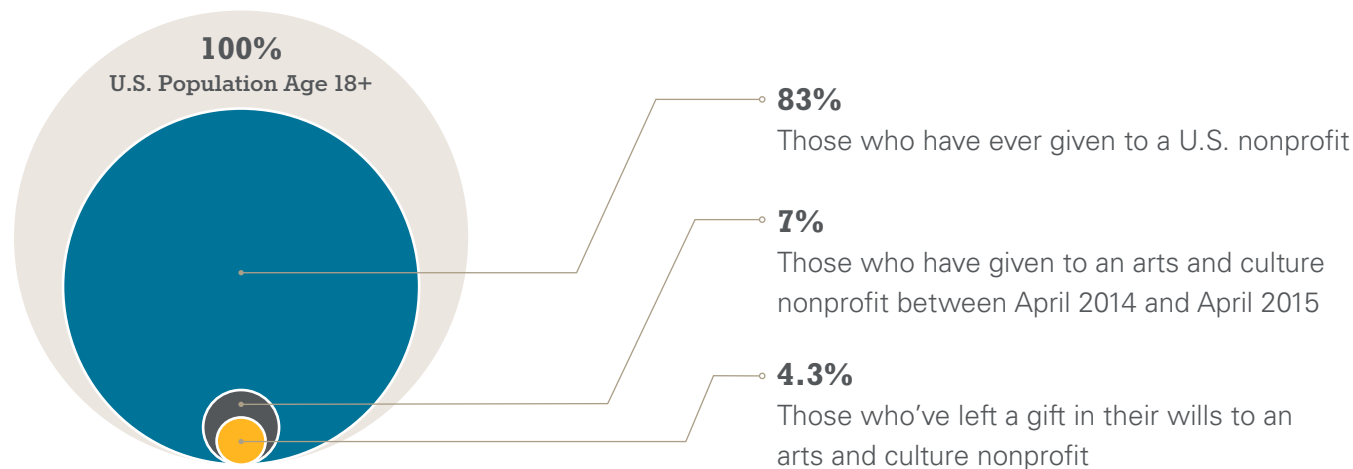


Matures

Born 1900–1945
(ages 71+)

Arts and Culture Nonprofits

As illustrated in the chart below, 83 percent of the U.S. population age 18+ claims to have given to a nonprofit at some time in their lives. Seven percent of that 83 percent have given to an arts and culture nonprofit between April 2014 and April 2015. This is the lowest donation level among nine nonprofit categories covered in the NMI Healthy Aging Database study. A much smaller number, 4.3 percent of the 7 percent who donated to an arts and culture nonprofit, say they have already left a gift in their wills to an arts and culture organization.



Demographic Highlights

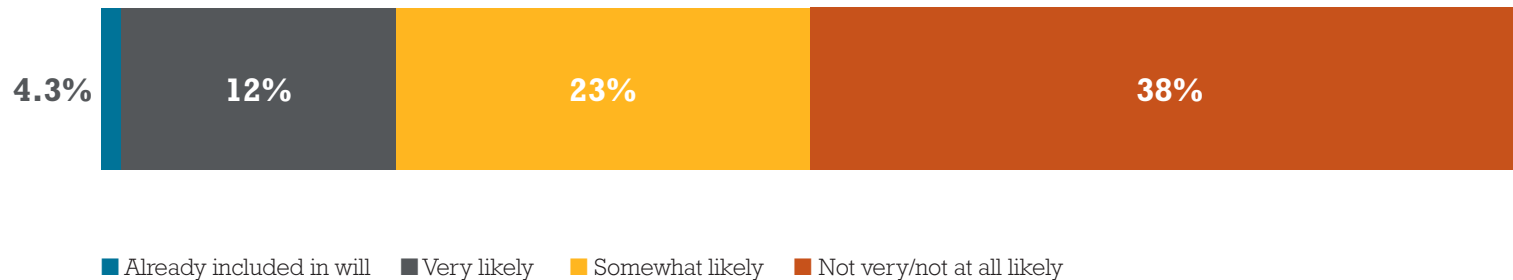
Donors to arts and culture nonprofits are significantly wealthier and significantly more educated than the general population. Race, age and gender closely mirror the general population of donors.

	General Population	Arts/Culture Donor
Male	48%	47%
Female	52%	53%
Average age	47 yrs old	48 yrs old
Child in household	38%	33%
Median income	\$56.5K	\$90K
Median net worth	\$62.7K	\$183.9K
College+	29%	55%
White	78%	78%
Black/African-American	12%	9%
Hispanic	15%	14%
Asian	4%	5%

Actual and Intended Designation of Planned Gifts

Of those who have ever donated to arts and culture nonprofits, more than 4 percent have already designated a planned gift in their wills. An additional thirty-five percent of those donors said they would be very likely or somewhat likely to leave a planned gift to an arts and culture organization at the time of their deaths.

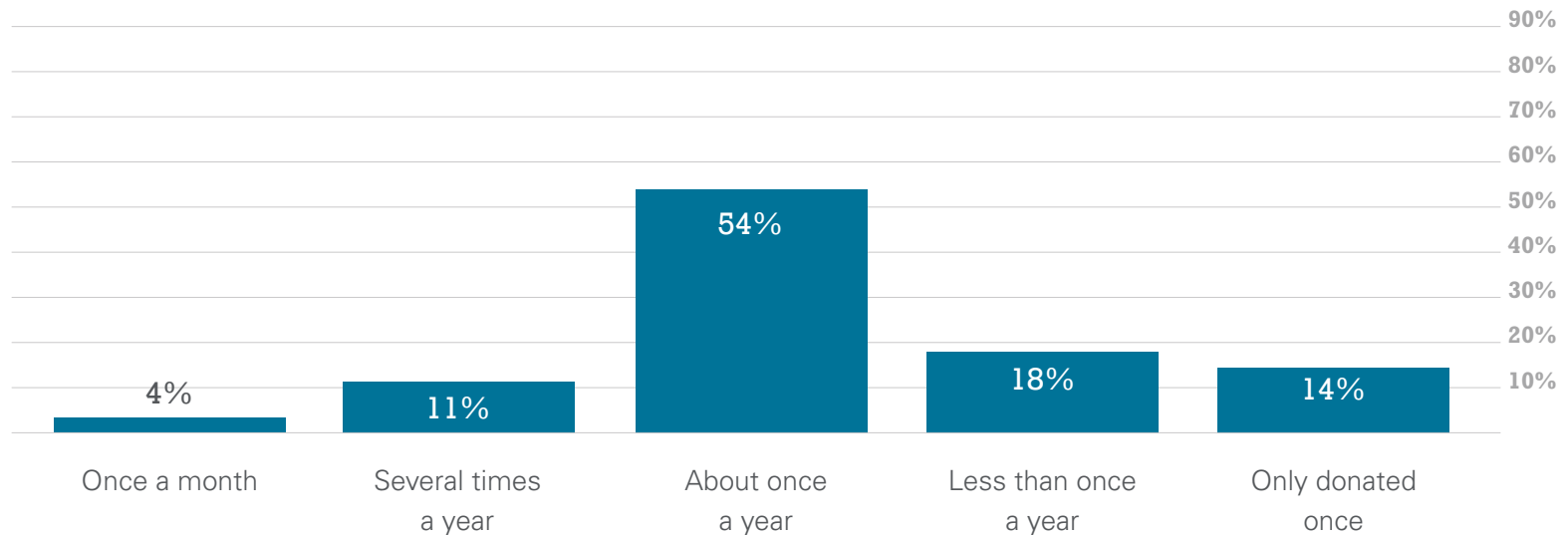
% arts and culture donors' likelihood of donating a planned gift at the time of their deaths



Donation Frequency

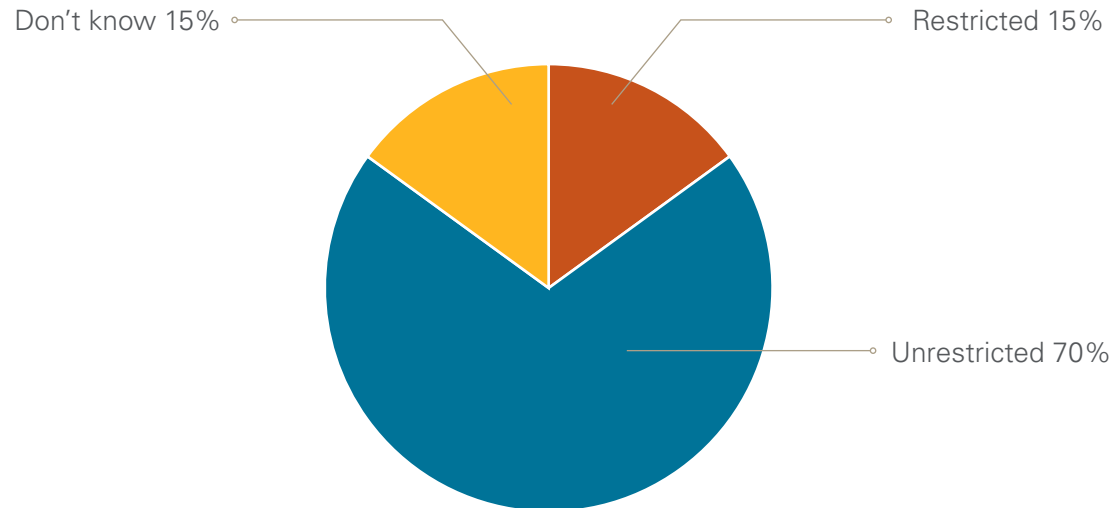
Fifteen percent of donors to arts and culture nonprofits indicate they are frequent donors, giving once a month or several times a year. Fifty-four percent give once a year, 18 percent give less than once a year and 14 percent have given only one time.

% of arts and culture donors indicating how often they donate to their chosen organization



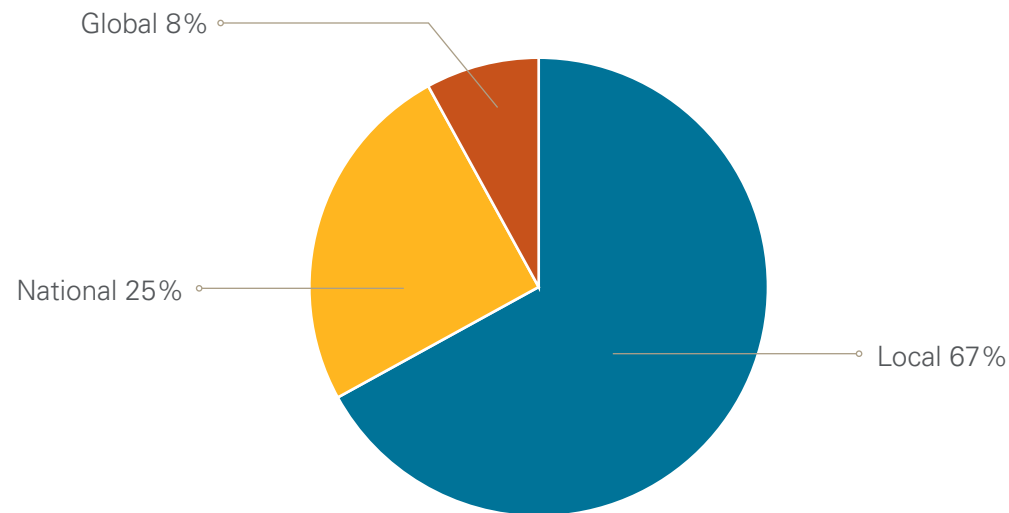
Restricted vs. Unrestricted Gifts

Seventy percent of donors to arts and culture nonprofits prefer to give unrestricted donations, where contributions are used as desired by the nonprofit organization with no qualifications required by the donor.



Local, National or Global

Those who have given to arts and culture nonprofits overwhelmingly favor donating to local organizations over global and national nonprofits in this sector.



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Nonprofit Donor Profile
National Sector Data

Education Nonprofits

Statistical Highlights From
the 2015 NMI Healthy
Aging Database[®]

Sponsored in part by:



Introduction

This report from The Stelter Company, the leading philanthropy-marketing consultant to nonprofits in the United States, provides fresh data on donors to education nonprofits. The data are taken from the Natural Marketing Institute's 2015 Healthy Aging Database® study, sponsored in part by Stelter.

This information will help nonprofit professionals gain new insights into the preferences, priorities and key demographics of donors specific to the education sector.

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About This Report

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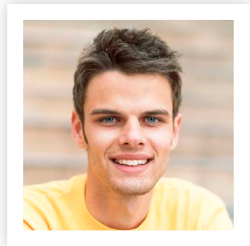
Definitions

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Frequent donors: U.S. adults age 18+ who donate to an organization **at least** once per year

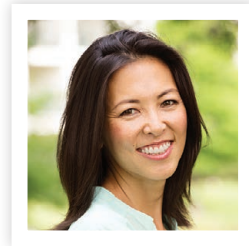
Non-donors: U.S. adults age 18+ who have **never** contributed to a charitable organization

General population: U.S. adults age 18+



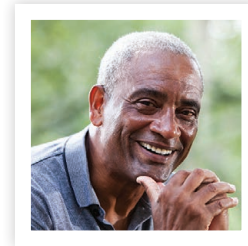
Millennials

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(ages 19–39)



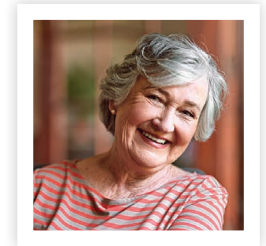
Gen X

Born 1965–1976
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Boomers

Born 1946–1964
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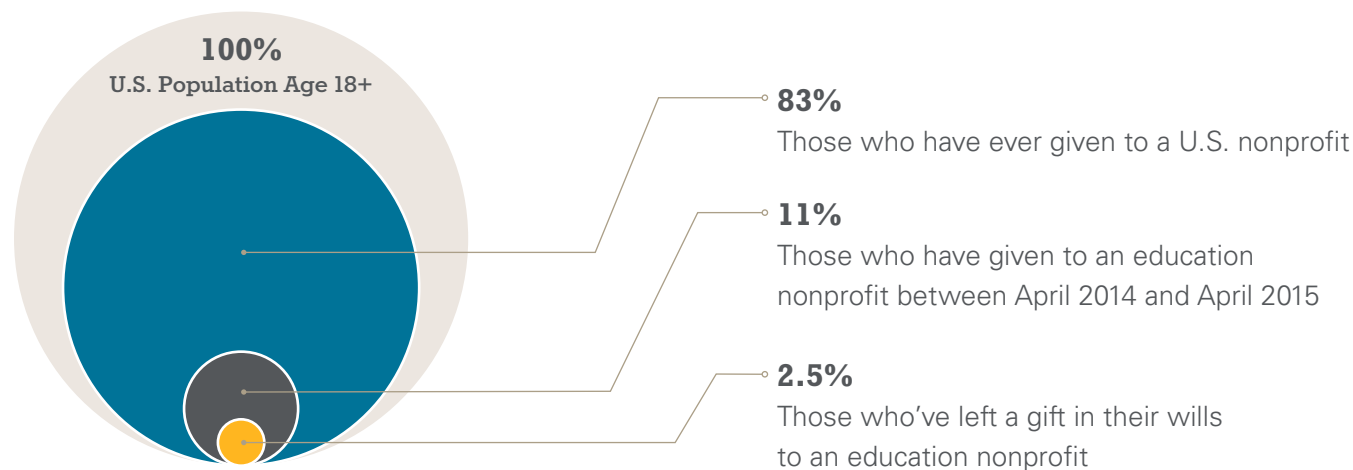


Matures

Born 1900–1945
(ages 71+)

Education Nonprofits

As illustrated in the chart below, 83 percent of the U.S. population age 18+ claims to have given to a nonprofit at some time in their lives. Eleven percent of the 83 percent say they have given to an education nonprofit between April 2014 and April 2015. This is the seventh highest donation level among nine nonprofit categories covered in the NMI Healthy Aging Database study. A much smaller number, 2.5 percent of the 11 percent who donated to an education nonprofit, say they have already left a gift in their wills to an education organization.



Demographic Highlights

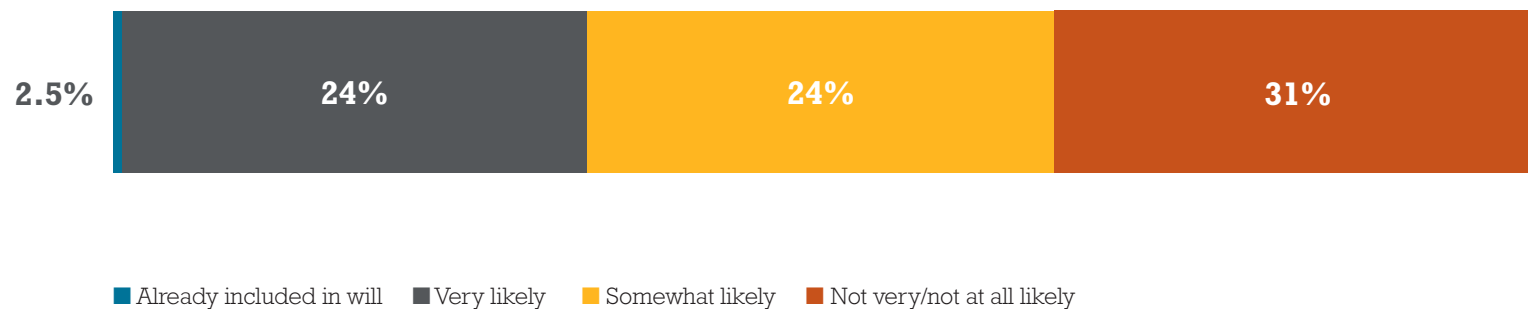
Donors to education nonprofits are wealthier, slightly younger and are more likely to have kids at home. Donors in this sector are also more educated and skew slightly more male than the general population.

	General Population	Education Donor
Male	48%	53%
Female	52%	47%
Average age	47 yrs old	44 yrs old
Child in household	38%	49%
Median income	\$56.5K	\$91.7K
Median net worth	\$62.7K	\$152.3K
College+	29%	53%
White	78%	72%
Black/African-American	12%	13%
Hispanic	15%	15%
Asian	4%	5%

Actual and Intended Designation of Planned Gifts

Of those who have ever donated to education nonprofits, 2.5 percent have already designated a planned gift in their wills. Forty-eight percent of those donors said they would be very likely or somewhat likely to leave a planned gift to an education organization at the time of their deaths.

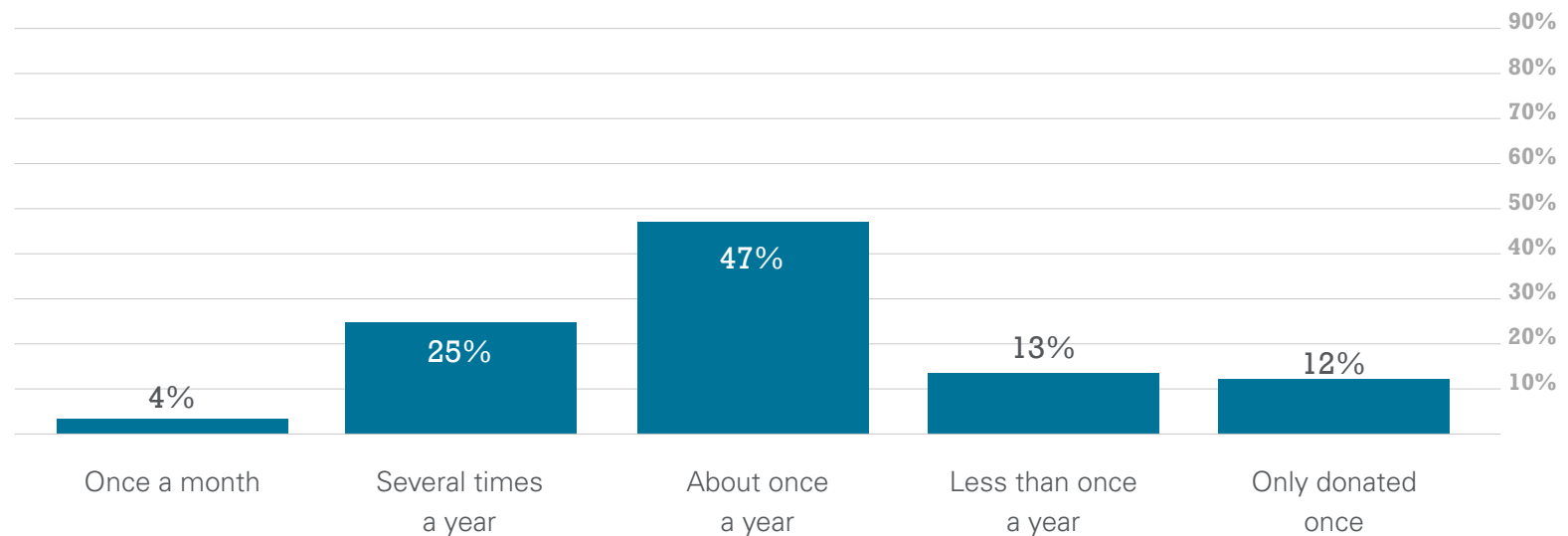
% education nonprofit donors' likelihood of donating a planned gift at the time of their deaths



Donation Frequency

Twenty-nine percent of donors to education nonprofits indicate they are frequent donors, giving once a month or several times a year. Forty-seven percent give once a year, 13 percent give less than once a year and 12 percent have given only one time.

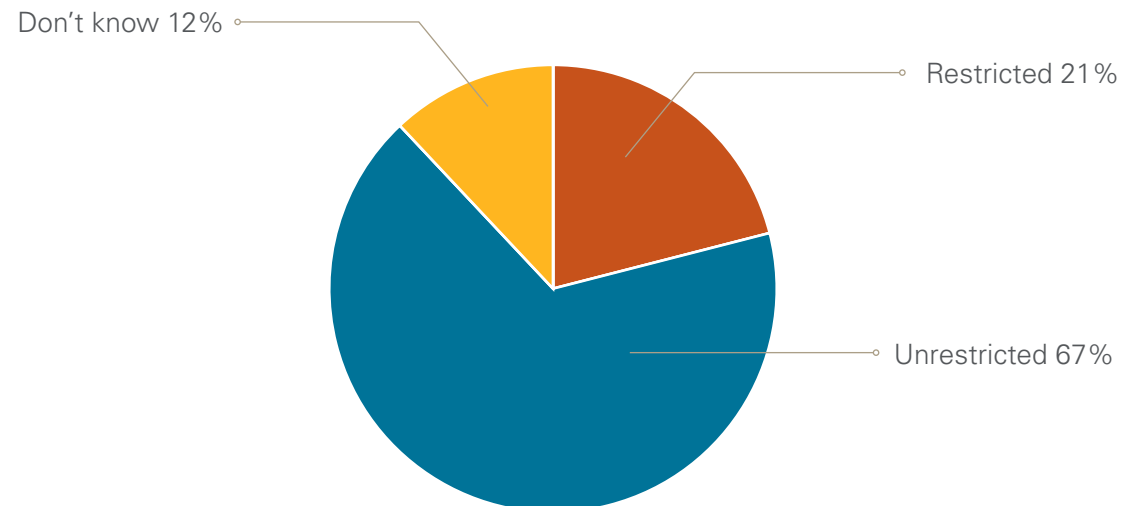
% of education donors indicating how often they donate to their chosen organization



Restricted vs. Unrestricted Gifts

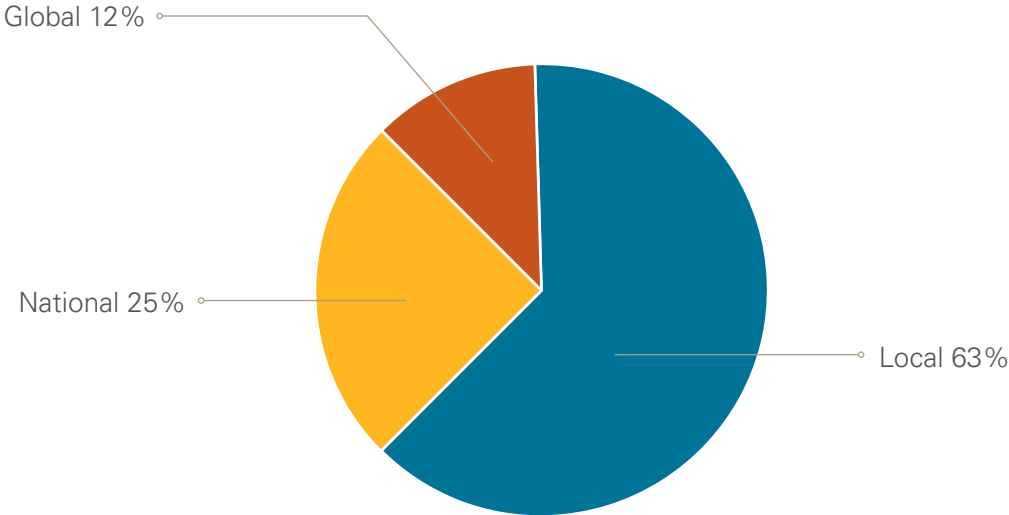
Sixty-seven percent of donors to education nonprofits prefer to give unrestricted donations, where contributions are used as desired by the nonprofit organization with no qualifications required by the donor.

The restricted gift giving percentage is higher in this sector than most, trailing only international affairs donors.



Local, National or Global

Those who have given to education nonprofits overwhelmingly favor local organizations in this sector over national and global ones.



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Nonprofit Donor Profile
National Sector Data

Environmental/Animal Welfare Nonprofits

Statistical Highlights From
the 2015 NMI Healthy
Aging Database[®]

Sponsored in part by:



Introduction

This report from The Stelter Company, the leading philanthropy-marketing consultant to nonprofits in the United States, provides fresh data on donors to environmental/animal welfare nonprofits. The data are taken from the Natural Marketing Institute's 2015 Healthy Aging Database® study, sponsored in part by Stelter.

This information will help nonprofit professionals gain new insights into the preferences, priorities and key demographics of donors specific to the environmental/animal welfare sector.

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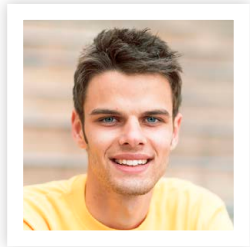
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General population: U.S. adults age 18+



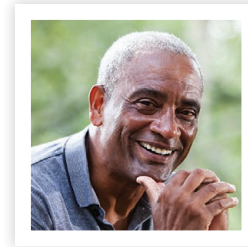
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(ages 19–39)



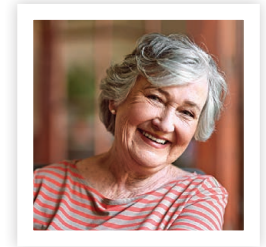
Gen X

Born 1965–1976
(ages 40–51)



Boomers

Born 1946–1964
(ages 52–70)

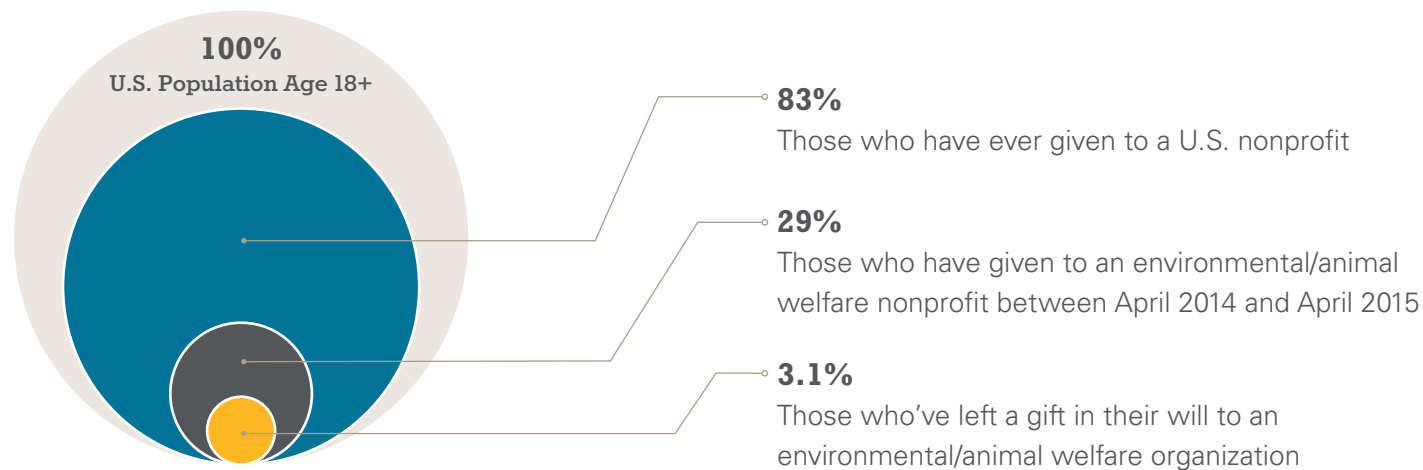


Matures

Born 1900–1945
(ages 71+)

Environmental/Animal Welfare Nonprofits

As illustrated in the chart below, 83 percent of the U.S. population age 18+ claims to have given to a nonprofit at some time in their lives. Of that 83 percent, 29 percent say they have given to environmental/animal welfare nonprofits between April 2014 and April 2015. This is the fourth highest donation level among nine nonprofit sectors covered in the NMI Healthy Aging Database study. A much smaller number, 3.1 percent of the 29 percent who donated to an environmental/animal welfare nonprofit, claim to have already left a gift in their will to an environmental/animal welfare organization.



Demographic Highlights

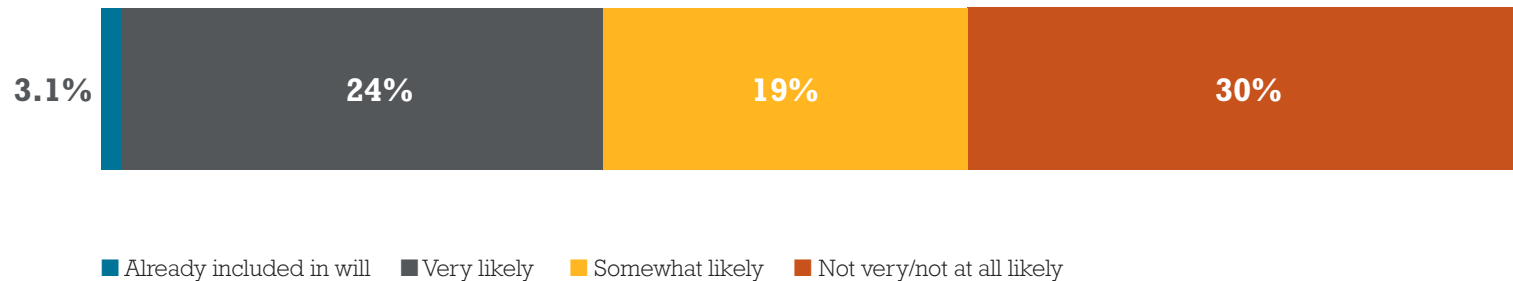
Donors to environmental/animal welfare nonprofits, while roughly matching the general population in age, have slightly more wealth and education than the general population, and skew slightly female.

	General Population	Environmental/Animal Welfare Donor
Male	48%	43%
Female	52%	57%
Average age	47 yrs old	47 yrs old
Child in household	38%	41%
Median income	\$56.5K	\$60.3K
Median net worth	\$62.7K	\$85.9K
College+	29%	34%
White	78%	85%
Black/African-American	12%	5%
Hispanic	15%	14%
Asian	4%	5%

Actual and Intended Designation of Planned Gifts

Of those who have ever donated to environmental/animal welfare nonprofits, 3.1 percent have already designated a planned gift in their wills. Forty-three percent of those donors said they would be very likely or somewhat likely to leave a planned gift to an environmental/animal welfare organization at the time of their deaths.

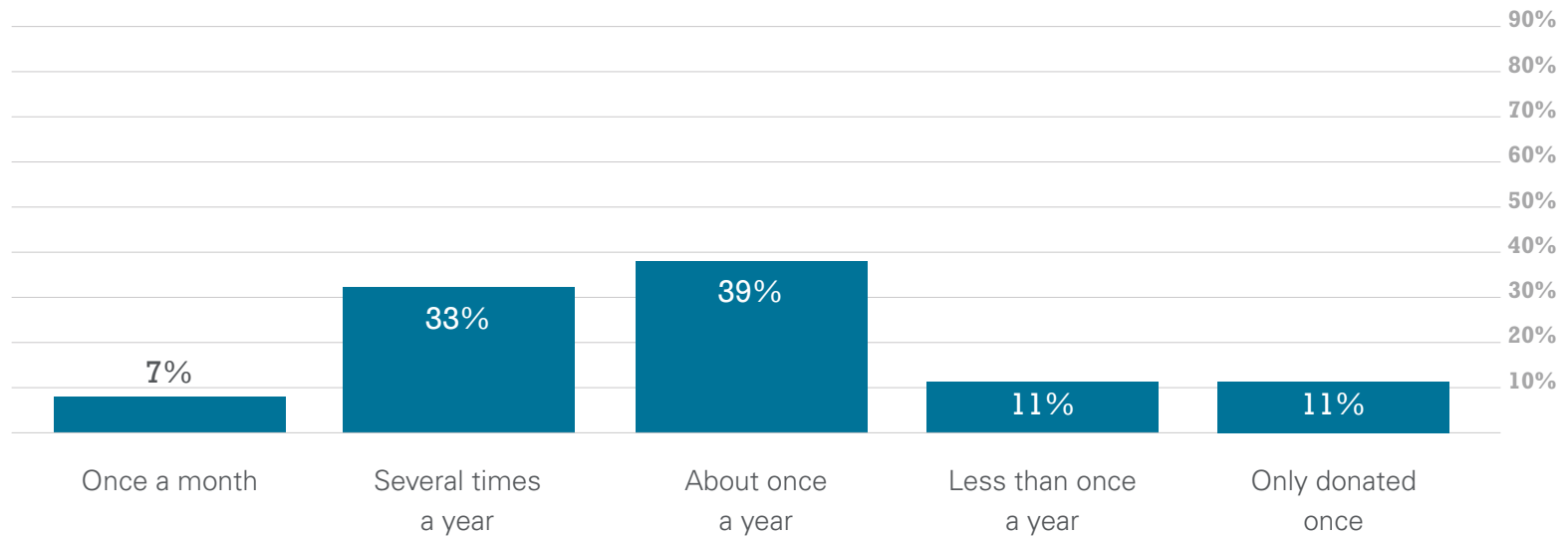
% environmental/animal welfare donors' likelihood of donating a planned gift at the time of their deaths



Donation Frequency

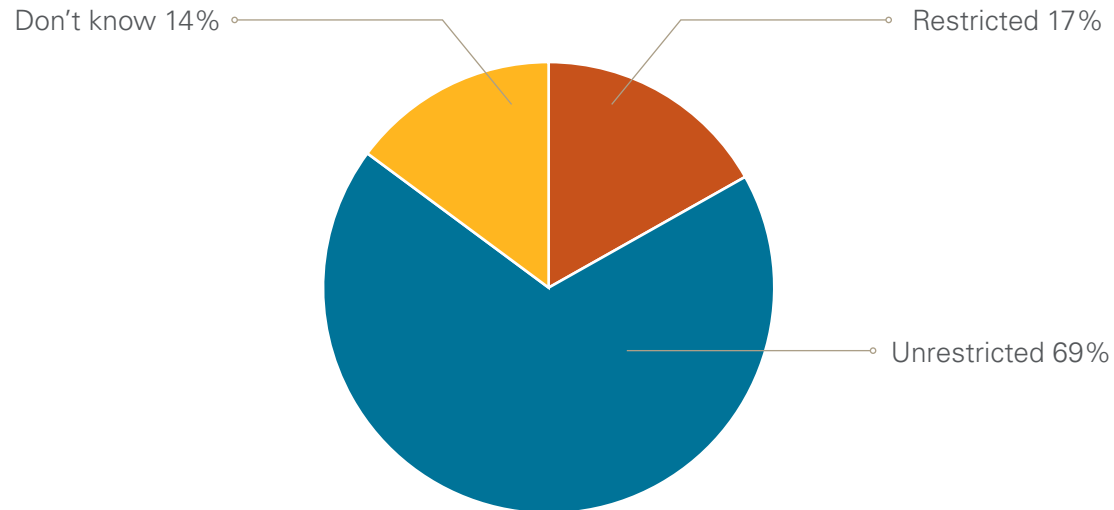
Forty percent of donors to environmental/animal welfare nonprofits indicate they are frequent donors, giving once a month or several times a year. Nearly 40 percent give once a year, 11 percent give less than once a year and 11 percent have given only one time.

% environmental/animal welfare donors indicating how often they donate to their chosen organization



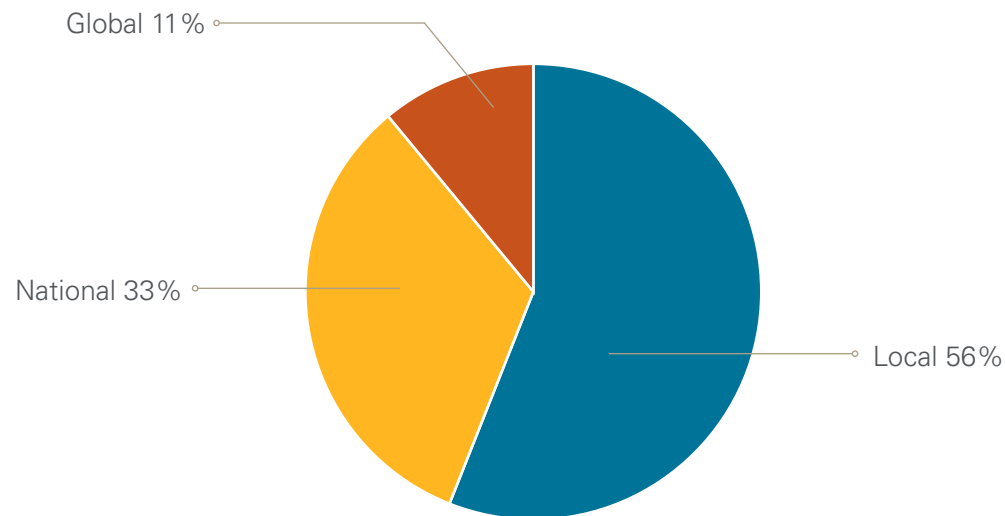
Restricted vs. Unrestricted Gifts

Nearly 70 percent of donors to environmental/animal welfare nonprofits prefer to give unrestricted donations, where contributions are used as desired by the nonprofit organization with no qualifications required by the donor.



Local, National or Global

Those who have given to environmental/animal welfare nonprofits tend to strongly favor donating to local organizations in this sector over global and national ones.



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Nonprofit Donor Profile
National Sector Data

Faith-Based Nonprofits

Statistical Highlights From
the 2015 NMI Healthy
Aging Database[®]

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Introduction

This report from The Stelter Company, the leading philanthropy-marketing consultant to nonprofits in the United States, provides fresh data on donors to faith-based nonprofits. The data are taken from the Natural Marketing Institute's 2015 Healthy Aging Database® study, sponsored in part by Stelter.

This information will help nonprofit professionals gain new insights into the preferences, priorities and key demographics of donors specific to the faith-based sector.

No other nonprofit marketing consultancy has captured this level of detailed data about donor communities across the United States.

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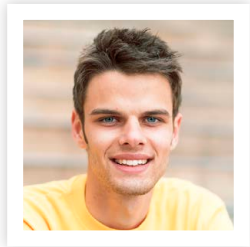
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General population: U.S. adults age 18+



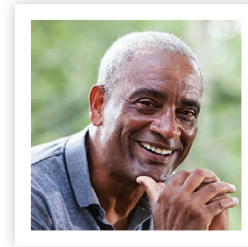
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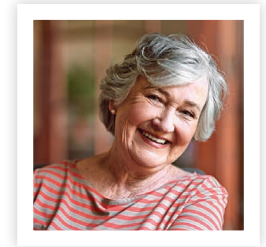
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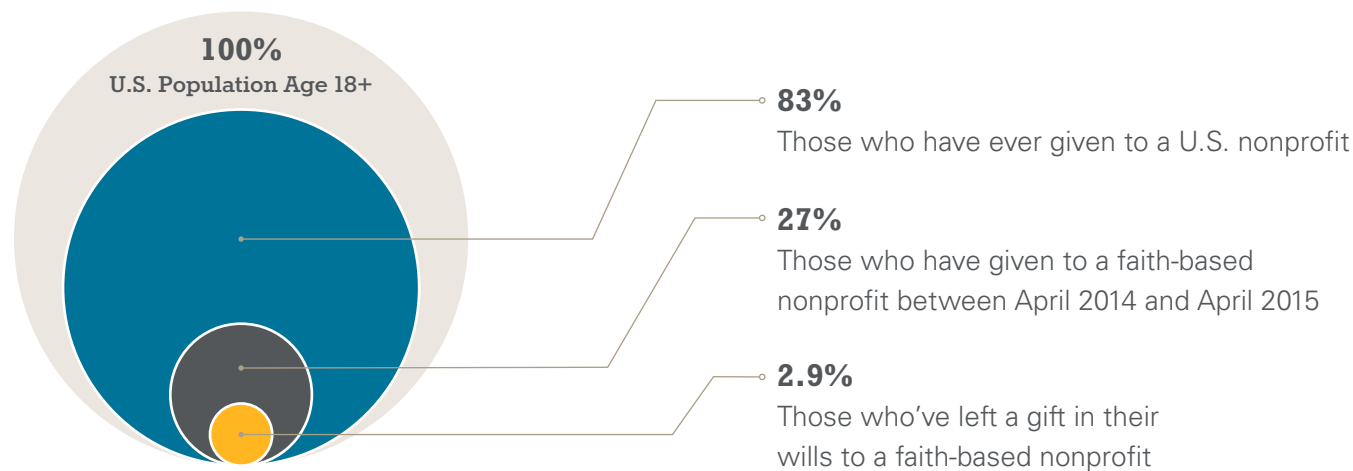


Matures

Born 1900–1945
(ages 71+)

Faith-Based Nonprofits

As illustrated in the chart below, 83 percent of the U.S. population age 18+ claims to have given to a nonprofit at some time in their lives. Twenty-seven percent of the 83 percent say they have given to a faith-based nonprofit between April 2014 and April 2015. This is the fifth highest donation level among nine nonprofit categories covered in the NMI database. A much smaller number, 2.9 percent of the 27 percent who have donated to a faith-based nonprofit, say they have already left a gift in their wills to a faith-based organization.



Demographic Highlights

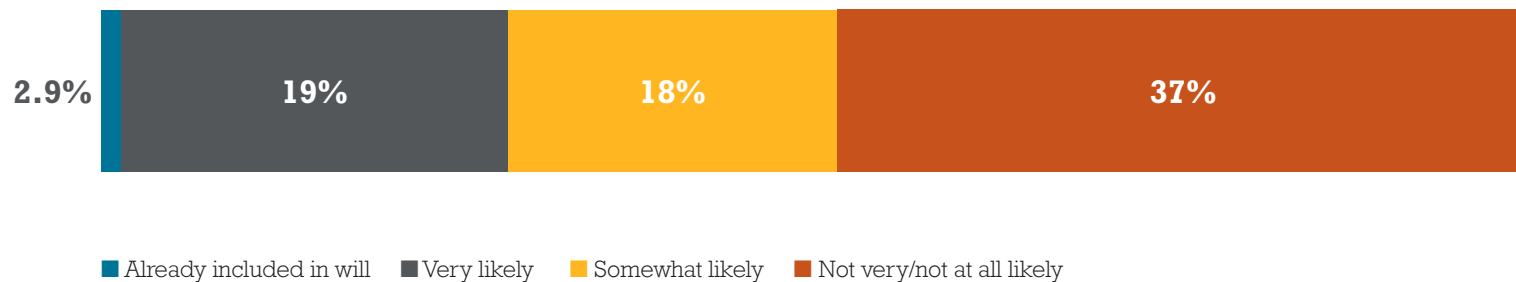
Donors to faith-based nonprofits are slightly older, wealthier and more educated than the general population.

	General Population	Faith-Based Donor
Male	48%	47%
Female	52%	53%
Average age	47 yrs old	52 yrs old
Child in household	38%	41%
Median income	\$56.5K	\$69.6K
Median net worth	\$62.7K	\$95.7K
College+	29%	37%
White	78%	81%
Black/African-American	12%	12%
Hispanic	15%	12%
Asian	4%	3%

Actual and Intended Designation of Planned Gifts

Of those who have ever donated to faith-based nonprofits, nearly 3 percent have already designated a planned gift in their wills. An additional thirty-seven percent of donors to faith-based nonprofits said they would be very likely or somewhat likely to leave a planned gift to a faith-based organization at the time of their deaths.

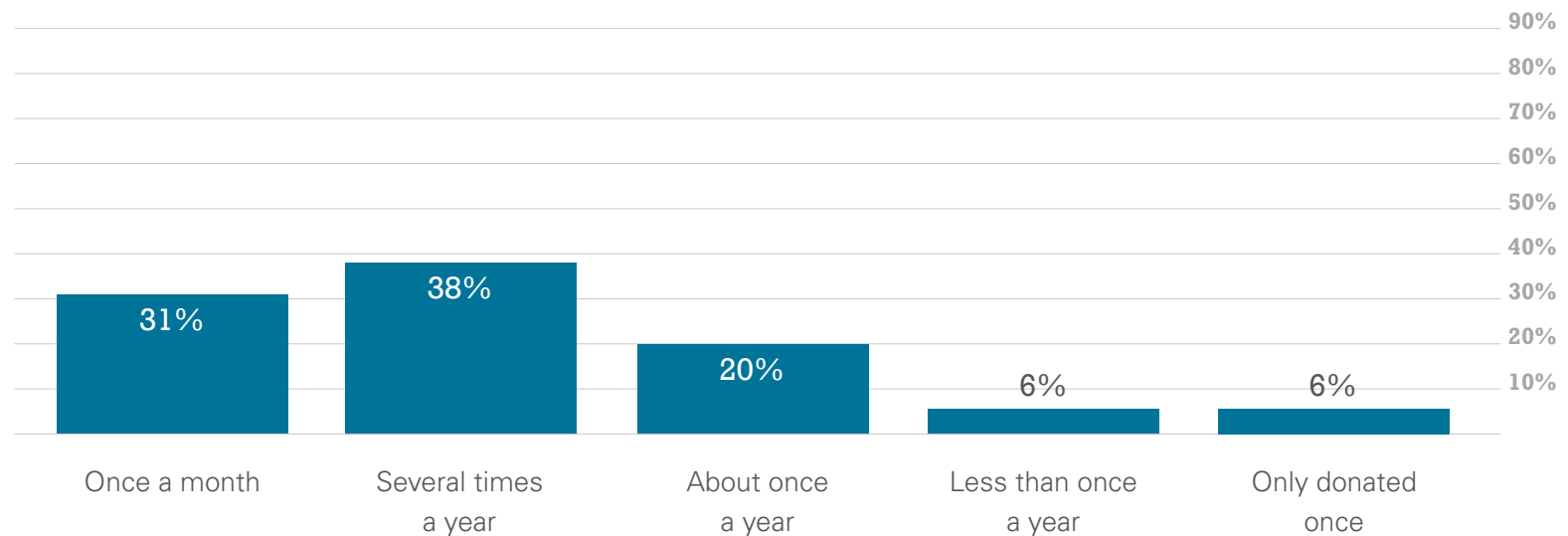
% faith-based donors' likelihood of donating a planned gift at the time of their deaths



Donation Frequency

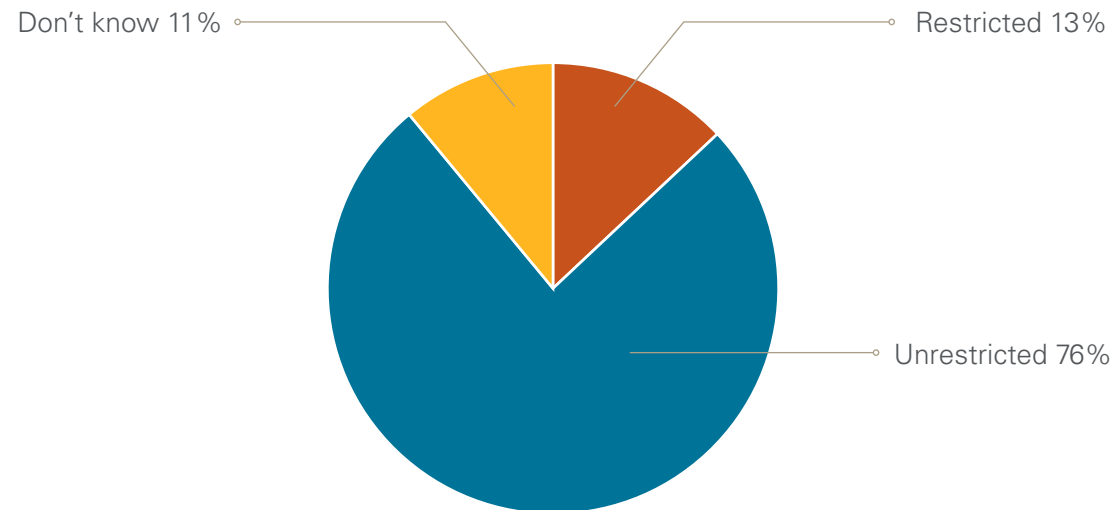
Sixty-nine percent of donors to faith-based nonprofits indicate they are frequent donors, giving once a month or several times a year. Twenty percent give once a year, 6 percent give less than once a year and 6 percent have given only one time.

% faith-based donors indicating how often they donate to their chosen organization



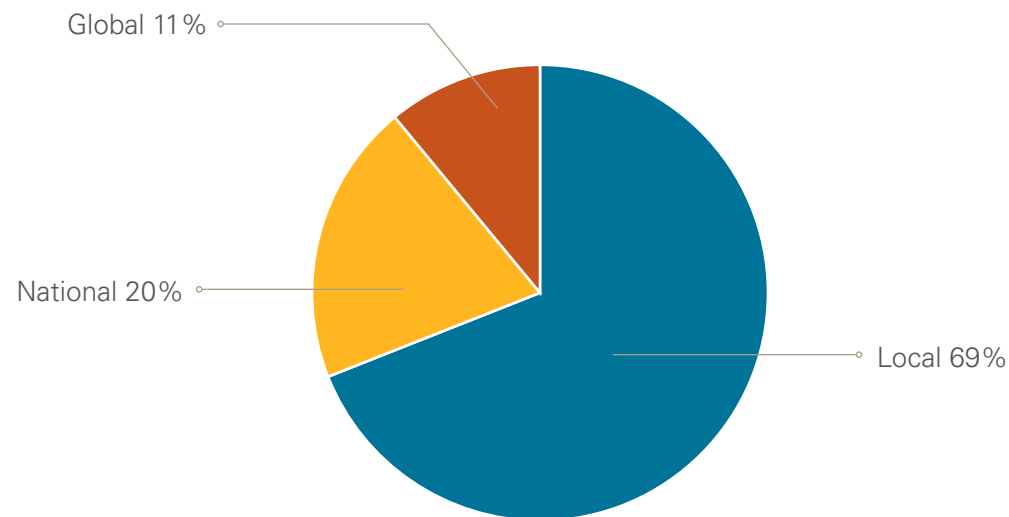
Restricted vs. Unrestricted Gifts

Seventy-six percent of donors to faith-based nonprofits prefer to give unrestricted donations, where contributions are used as desired by the nonprofit organization with no qualifications required by the donor.



Local, National or Global

Those who have given to faith-based nonprofits overwhelmingly favor donating to local organizations in this sector over national and global ones.



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Health Care Nonprofits

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The study was conducted in April 2015 among 3,001 U.S. adults age 18+ representing a statistically valid sample of the general population. This sample was composed of:

+ 35% Millennials + 20% Gen X + 37% Boomers + 8% Matures

The study was balanced to U.S. Census data across key demographics:

+ Gender + Age + Income + Education
+ Region + Race

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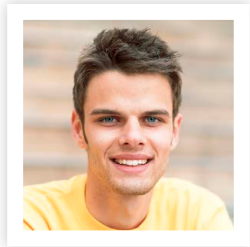
Definitions

Donors: U.S. adults age 18+ who have **ever** contributed to a charitable organization

Frequent donors: U.S. adults age 18+ who donate to an organization **at least** once per year

Non-donors: U.S. adults age 18+ who have **never** contributed to a charitable organization

General population: U.S. adults age 18+



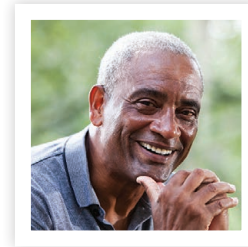
Millennials

Born 1977–1998
(ages 19–39)



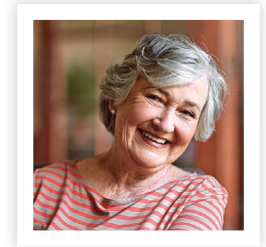
Gen X

Born 1965–1976
(ages 40–51)



Boomers

Born 1946–1964
(ages 52–70)

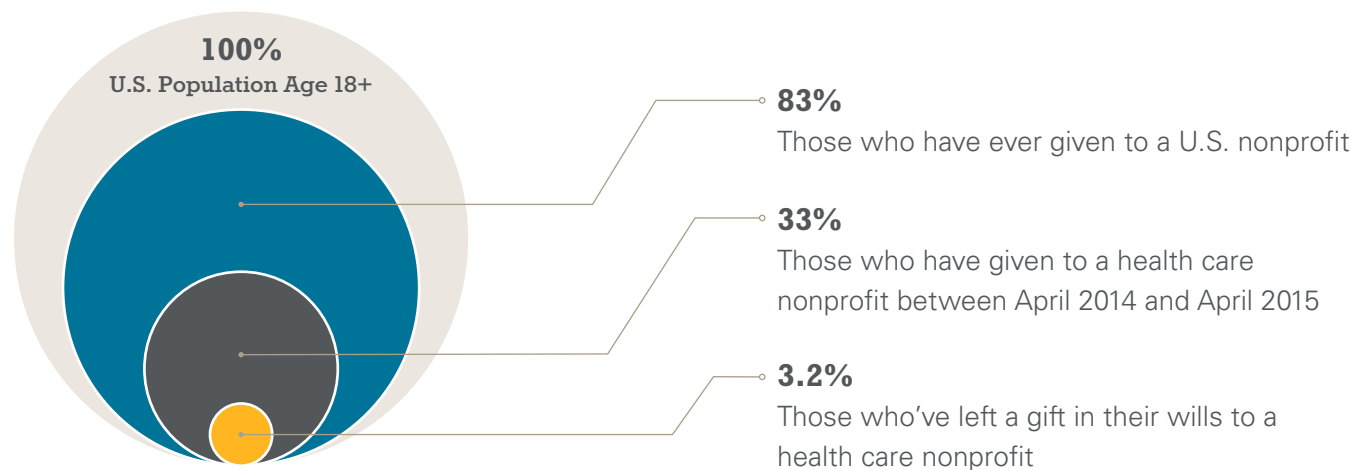


Matures

Born 1900–1945
(ages 71+)

Health Care Nonprofits

As illustrated in the chart below, 83 percent of the U.S. population age 18+ claims to have given to a nonprofit at some time in their lives. Thirty-three percent of that 83 percent say they have given to a health care nonprofit between April 2014 and April 2015. This is the second highest donation level among nine nonprofit sectors covered in the NMI Healthy Aging Database study. A much smaller number, 3.2 percent of the 33 percent who donated to a health care nonprofit, say they have already left a gift in their wills to a health care organization.



Demographic Highlights

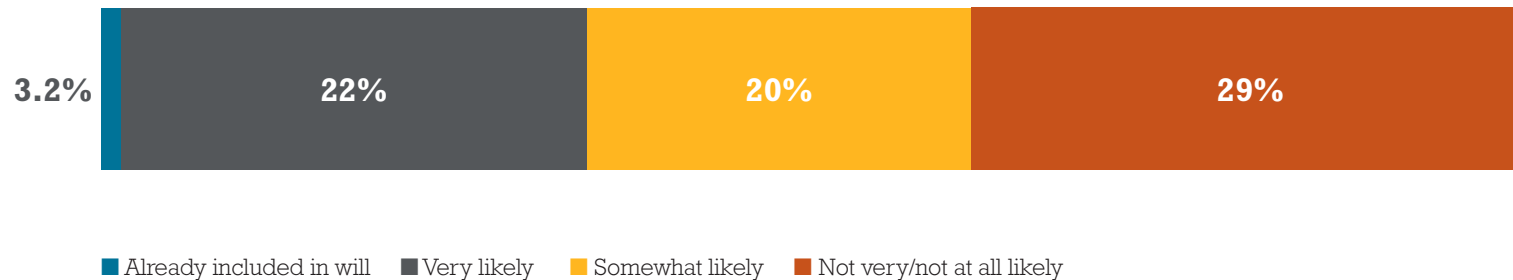
Donors to health care nonprofits mirror the general population in gender; however, they skew slightly older, wealthier and more educated than the general population.

	General Population	Health Care Donor
Male	48%	48%
Female	52%	52%
Average age	47 yrs old	50 yrs old
Child in household	38%	46%
Median income	\$56.5K	\$71.3K
Median net worth	\$62.7K	\$114.7K
College+	29%	34%
White	78%	81%
Black/African-American	12%	12%
Hispanic	15%	16%
Asian	4%	4%

Actual and Intended Designation of Planned Gifts

Of those who have ever donated to health care nonprofits, more than 3 percent have already designated a planned gift in their will. An additional forty-two percent of those donors said they would be very likely or somewhat likely to leave a planned gift to a health care organization at the time of their deaths.

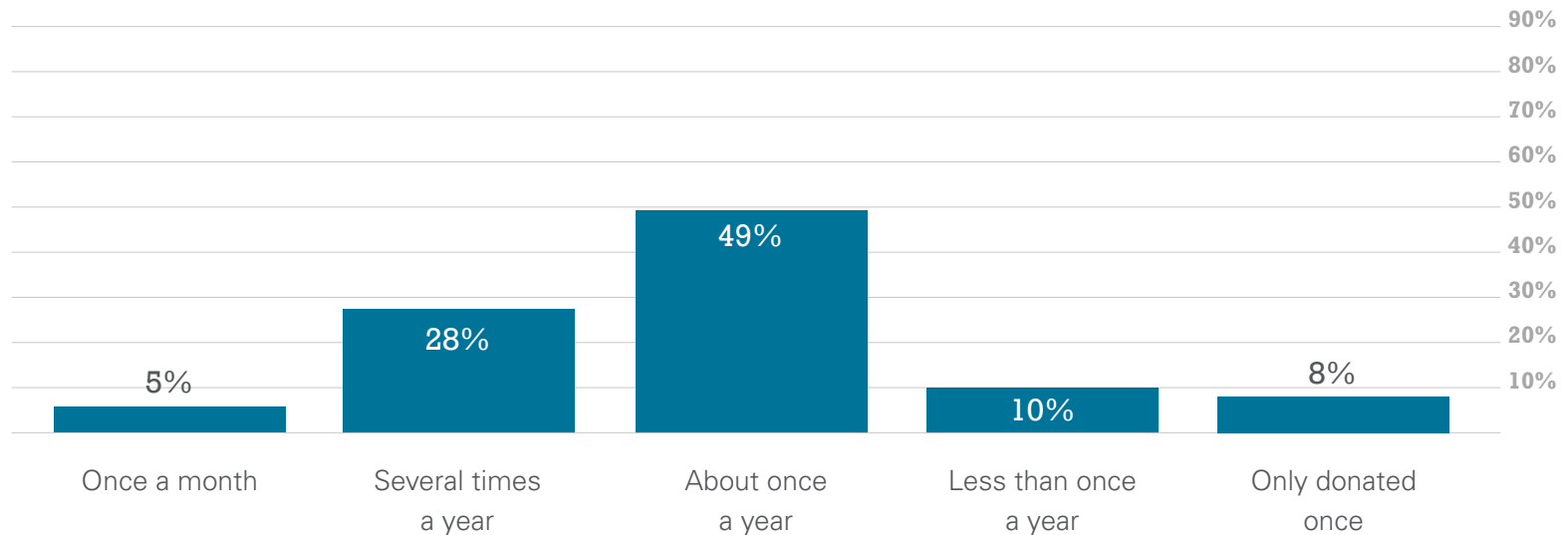
% health care donors' likelihood of donating a planned gift at the time of their deaths



Donation Frequency

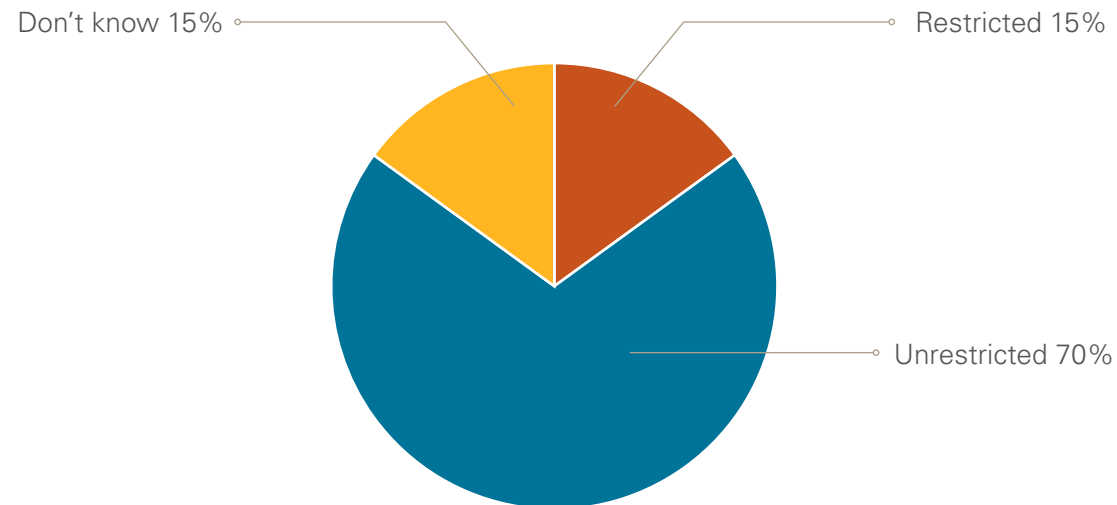
Thirty-three percent of donors to health care nonprofits indicate they are frequent donors, giving once a month or several times a year. Forty-nine percent give once a year, 10 percent give less than once a year and 8 percent have given only one time.

% health care donors indicating how often they donate to their chosen organization



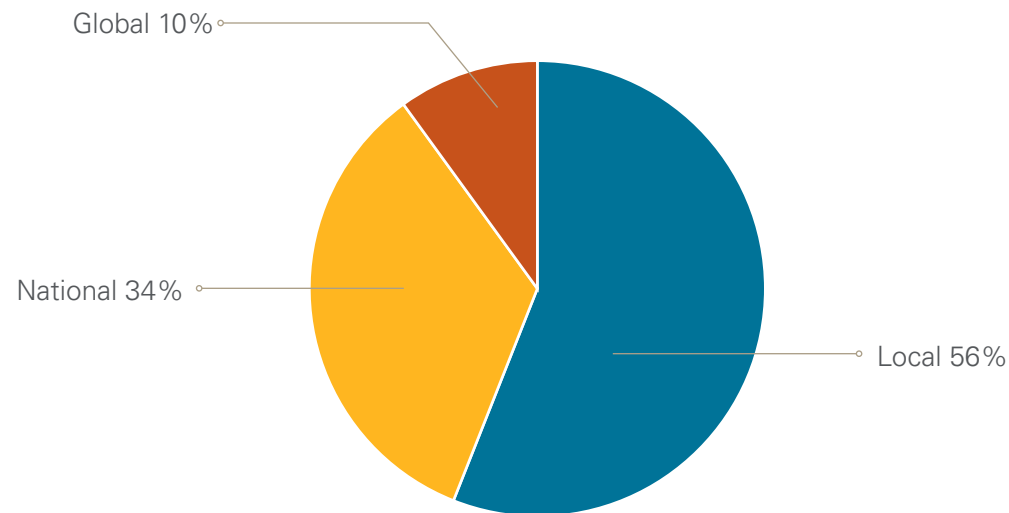
Restricted vs. Unrestricted Gifts

Seventy percent of donors to health care nonprofits prefer to give unrestricted donations, where contributions are used as desired by the nonprofit organization with no qualifications required by the donor.



Local, National or Global

Those who have given to health care nonprofits tend to strongly favor donating to local and national organizations in this sector over global ones.



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Industry Insight / Customer Focus / Creative Services

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Nonprofit Donor Profile
National Sector Data

Human Services Nonprofits

Statistical Highlights From
the 2015 NMI Healthy
Aging Database®

Sponsored in part by:



Introduction

This report from The Stelter Company, the leading philanthropy-marketing consultant to nonprofits in the United States, provides fresh data on donors to human services nonprofits. The data are taken from the Natural Marketing Institute's 2015 Healthy Aging Database® study, sponsored in part by Stelter.

This information will help nonprofit professionals gain new insights into the preferences, priorities and key demographics of donors specific to the human services sector.

No other nonprofit marketing consultancy has captured this level of detailed data about donor communities across the United States.

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+ 35% Millennials + 20% Gen X + 37% Boomers + 8% Matures

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Definitions

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Frequent donors: U.S. adults age 18+ who donate to an organization **at least** once per year

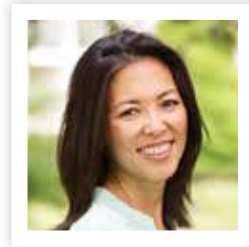
Non-donors: U.S. adults age 18+ who have **never** contributed to a charitable organization

General population: U.S. adults age 18+



Millennials

Born 1977–1998
(ages 19–39)



Gen X

Born 1965–1976
(ages 40–51)



Boomers

Born 1946–1964
(ages 52–70)

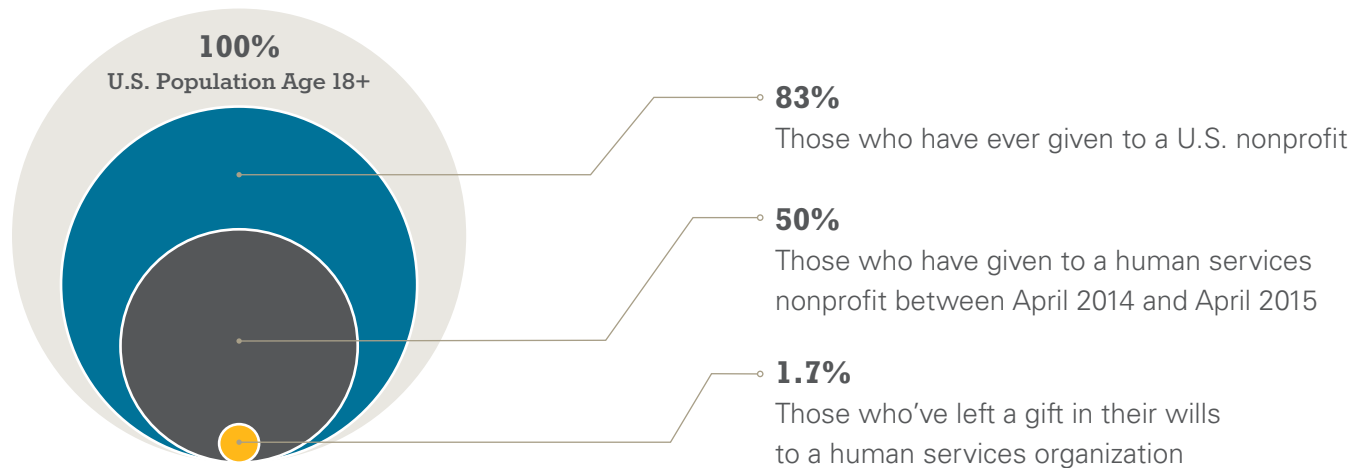


Matures

Born 1900–1945
(ages 71+)

Human Services Nonprofits

As illustrated in the chart below, 83 percent of the U.S. population age 18+ claims to have given to a nonprofit at some time in their lives. Of that 83 percent, 50 percent say they have given to a human services nonprofit between April 2014 and April 2015. This is the highest donation level among nine nonprofit sectors covered in the NMI Healthy Aging Database study. A much smaller number, 1.7 percent of the 50 percent who donated to a human services nonprofit, claim to have already left a gift in their wills to a human services organization.



Demographic Highlights

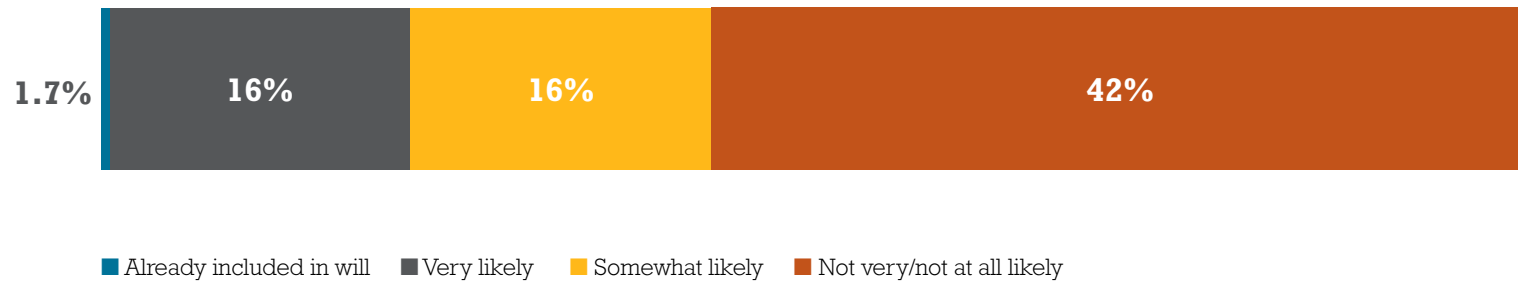
Donors to human services nonprofits are similar to the general population in both gender and ethnicity but are somewhat wealthier and more educated than the general population.

	General Population	Human Services Donor
Male	48%	48%
Female	52%	52%
Average age	47 yrs old	50 yrs old
Child in household	38%	41%
Median income	\$56.5K	\$64.2K
Median net worth	\$62.7K	\$86.5K
College+	29%	34%
White	78%	81%
Black/African-American	12%	11%
Hispanic	15%	11%
Asian	4%	4%

Actual and Intended Designation of Planned Gifts

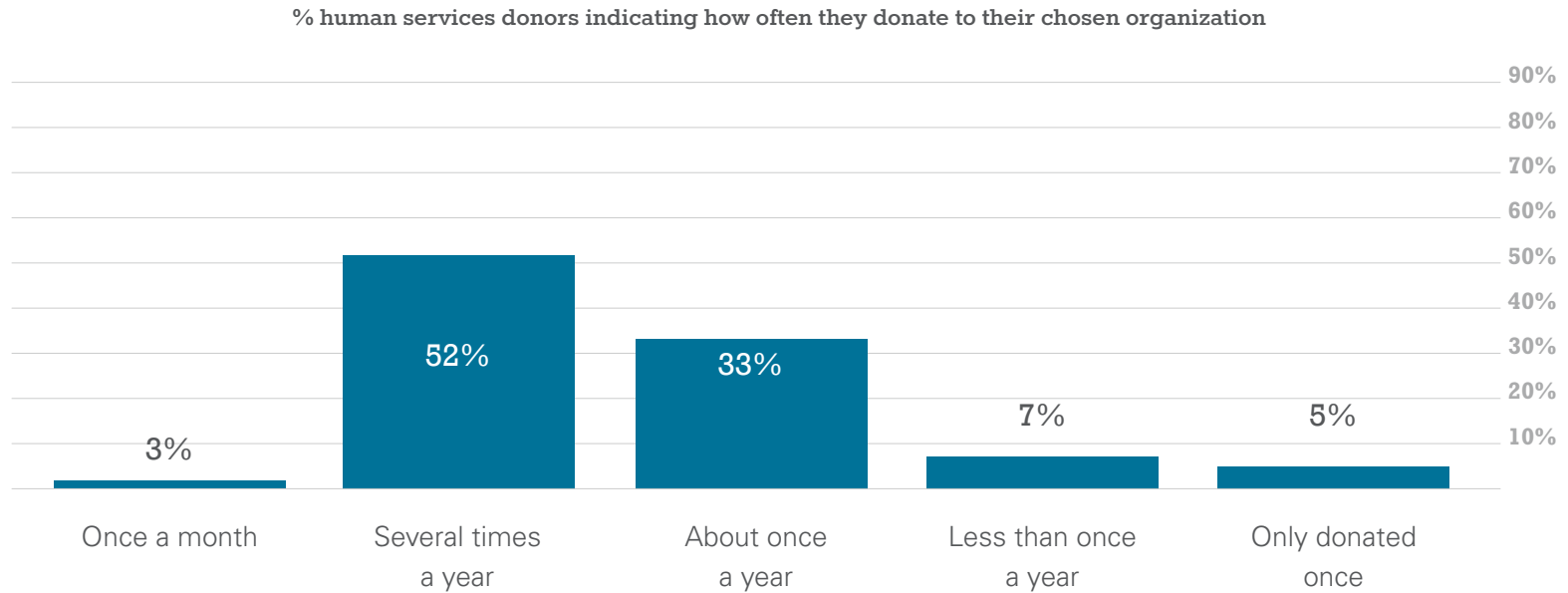
Of those who have ever donated to human services nonprofits, nearly 2 percent have already designated a planned gift in their wills. In addition, thirty-two percent of those donors said they would be very likely or somewhat likely to leave a planned gift to a human services organization at the time of their deaths.

% human services donors' likelihood of donating a planned gift at the time of their death



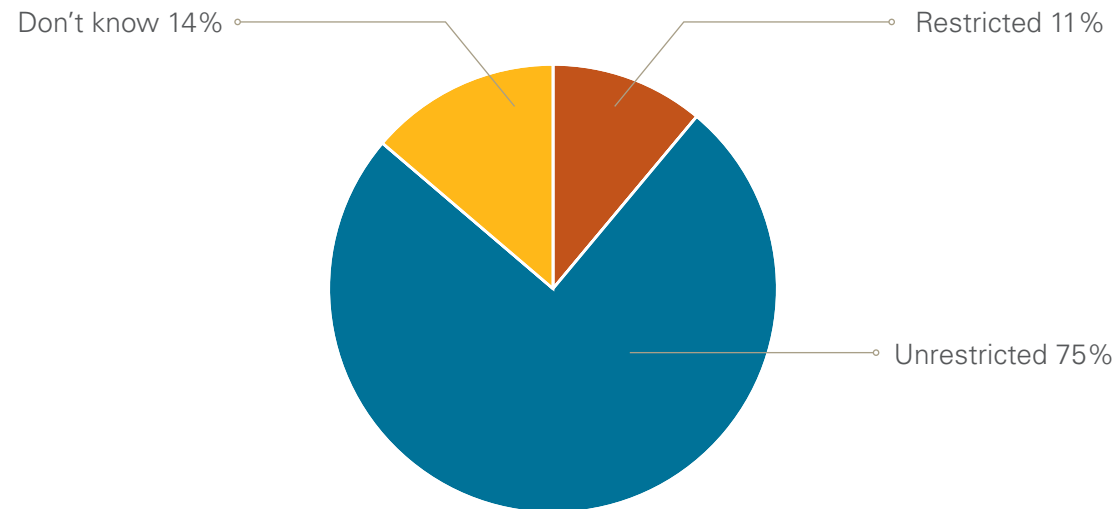
Donation Frequency

Fifty-five percent of donors to human services nonprofits indicate they are frequent donors, giving once a month or several times a year. Thirty-three percent give once a year, 7 percent give less than once a year and 5 percent have given only one time.



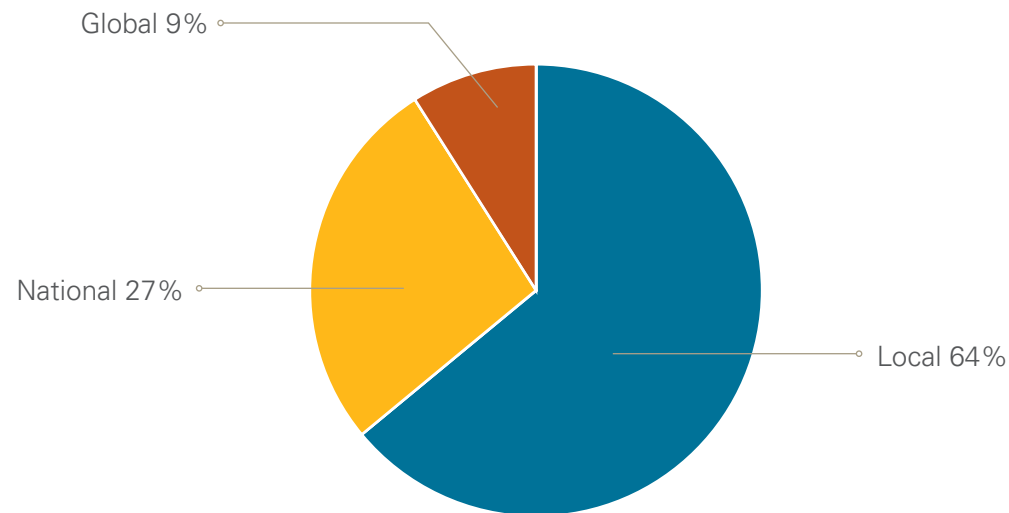
Restricted vs. Unrestricted Gifts

Seventy-five percent of donors to human services nonprofits prefer to give unrestricted donations, where contributions are used as desired by the nonprofit organization with no qualifications required by the donor.



Local, National or Global

Those who have given to human services nonprofits overwhelmingly favor donating to local organizations over national and global nonprofits in this sector.



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Nonprofit Donor Profile
National Sector Data

International Affairs Nonprofits

Statistical Highlights From
the 2015 NMI Healthy
Aging Database®



Sponsored in part by:



Introduction

This report from The Stelter Company, the leading philanthropy-marketing consultant to nonprofits in the United States, provides fresh data on donors in the United States to international affairs nonprofits. The data are taken from the Natural Marketing Institute's 2015 Healthy Aging Database® study, sponsored in part by Stelter.

This information will help nonprofit professionals gain new insights into the preferences, priorities and key demographics of donors specific to the international affairs sector.

No other nonprofit marketing consultancy has captured this level of detailed data about donor communities across the United States.

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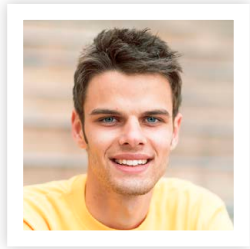
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General population: U.S. adults age 18+



Millennials

Born 1977–1998
(ages 19–39)



Gen X

Born 1965–1976
(ages 40–51)



Boomers

Born 1946–1964
(ages 52–70)

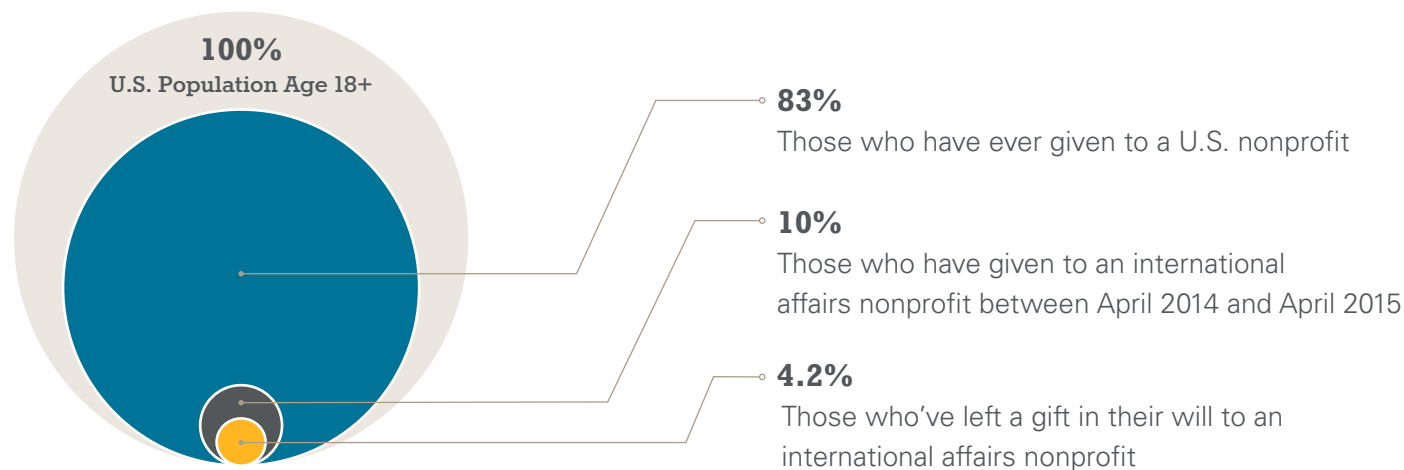


Matures

Born 1900–1945
(ages 71+)

International Affairs Nonprofits

As illustrated in the chart below, 83 percent of the U.S. population age 18+ claims to have given to a nonprofit at some time in their lives. Ten percent of the 83 percent say they have given to an international affairs nonprofit between April 2014 and April 2015. This is the eighth highest donation level among nine nonprofit categories covered in the NMI Healthy Aging Database study. A much smaller number, 4.2 percent of the 10 percent who donated to an international affairs nonprofit, say they have already left a gift in their wills to an international affairs organization.



Demographic Highlights

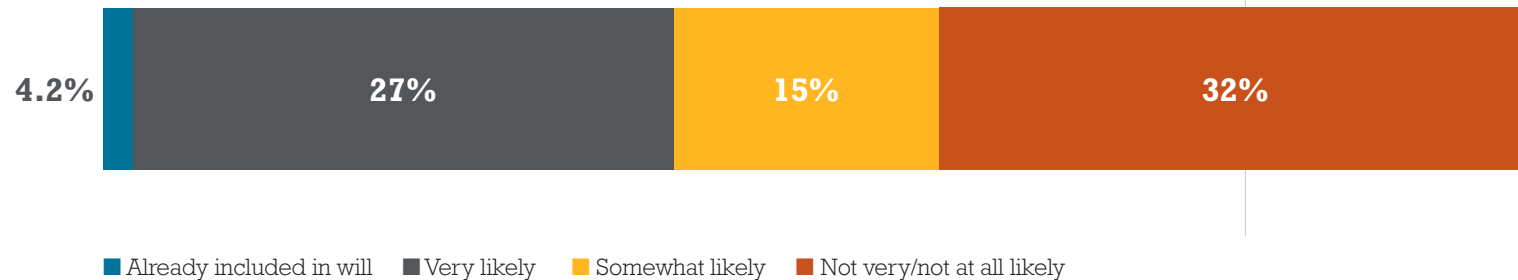
Donors to international affairs nonprofits tend to skew slightly more female, younger and wealthier than the general population. They are also more educated and ethnically diverse than the general population.

	General Population	International Affairs Donor
Male	48%	46%
Female	52%	54%
Average age	47 yrs old	45 yrs old
Child in household	38%	43%
Median income	\$56.5K	\$72K
Median net worth	\$62.7K	\$87.6K
College+	29%	42%
White	78%	69%
Black/African-American	12%	15%
Hispanic	15%	14%
Asian	4%	8%

Actual and Intended Designation of Planned Gifts

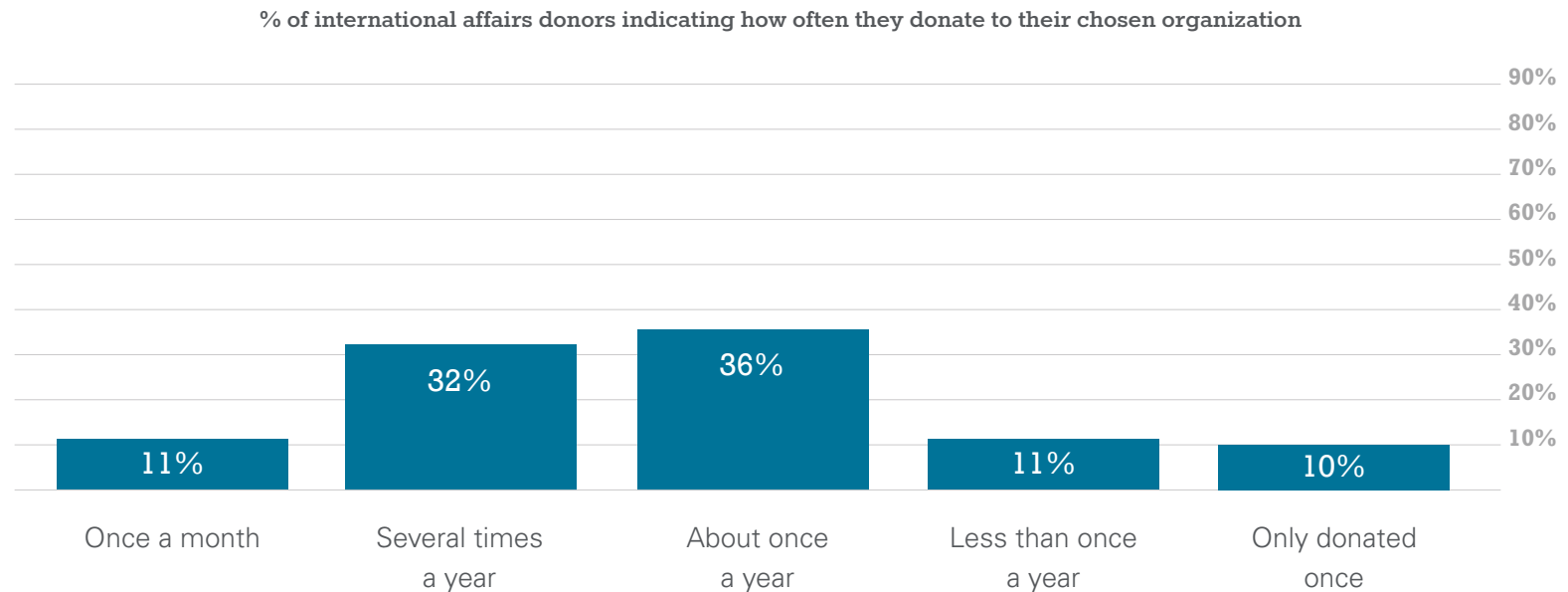
Of those who have ever donated to international affairs nonprofits, more than 4 percent have already designated a planned gift in their wills. An additional 42 percent of those donors said they would be very likely or somewhat likely to leave a planned gift to an international affairs organization at the time of their deaths.

% international affairs donors' likelihood of donating a planned gift at the time of their deaths



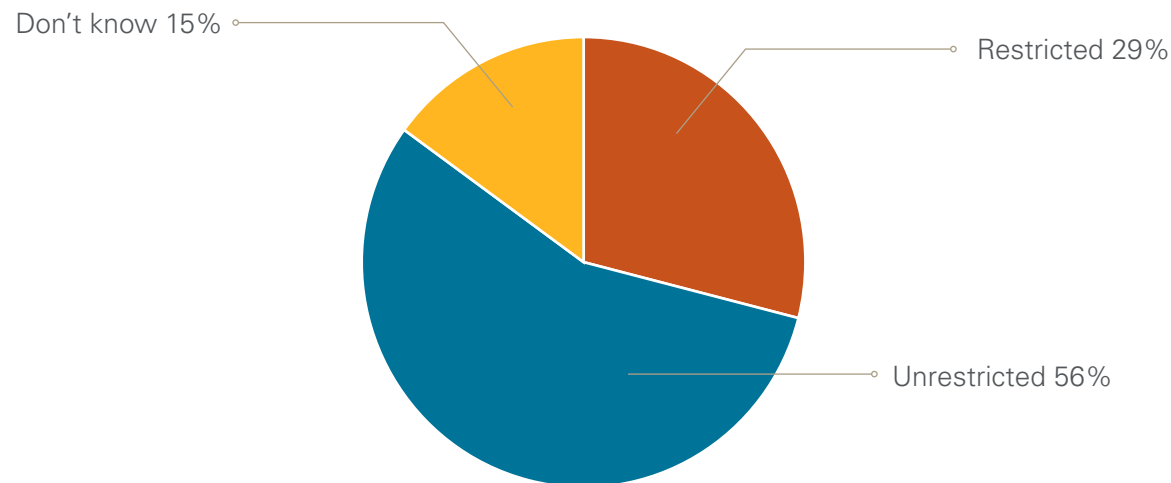
Donation Frequency

Forty-three percent of donors to international affairs nonprofits indicate they are frequent donors, giving once a month or several times a year. Thirty-six percent give once a year, 11 percent give less than once a year and 10 percent have given only one time.



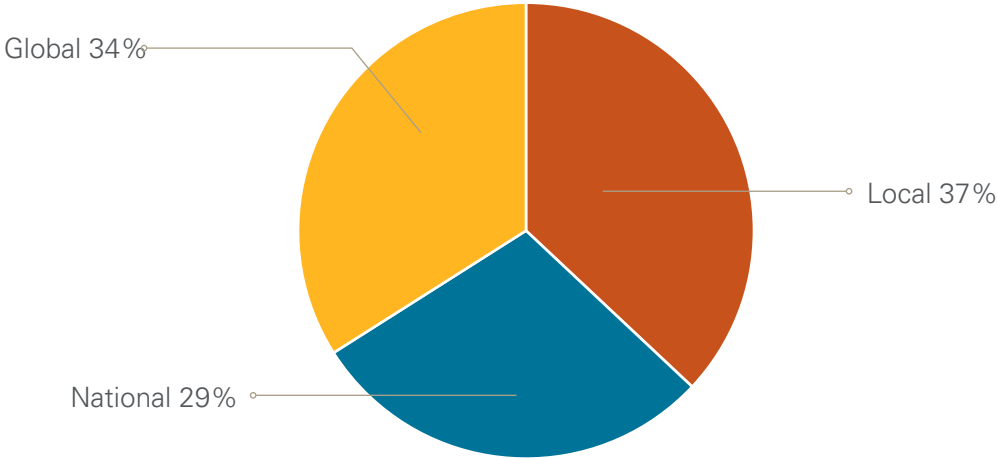
Restricted vs. Unrestricted Gifts

Fifty-six percent of donors to international affairs nonprofits prefer to give unrestricted donations, where contributions are used as desired by the nonprofit organization with no qualifications required by the donor. The restricted gift giving percentage is higher in this sector than in any other.



Local, National or Global

Those who have given to international affairs nonprofits slightly favor donating to local and global organizations over national nonprofits.



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Nonprofit Donor Profile
National Sector Data

Medical Research Nonprofits

Statistical Highlights From
the 2015 NMI Healthy
Aging Database[®]

Sponsored in part by:



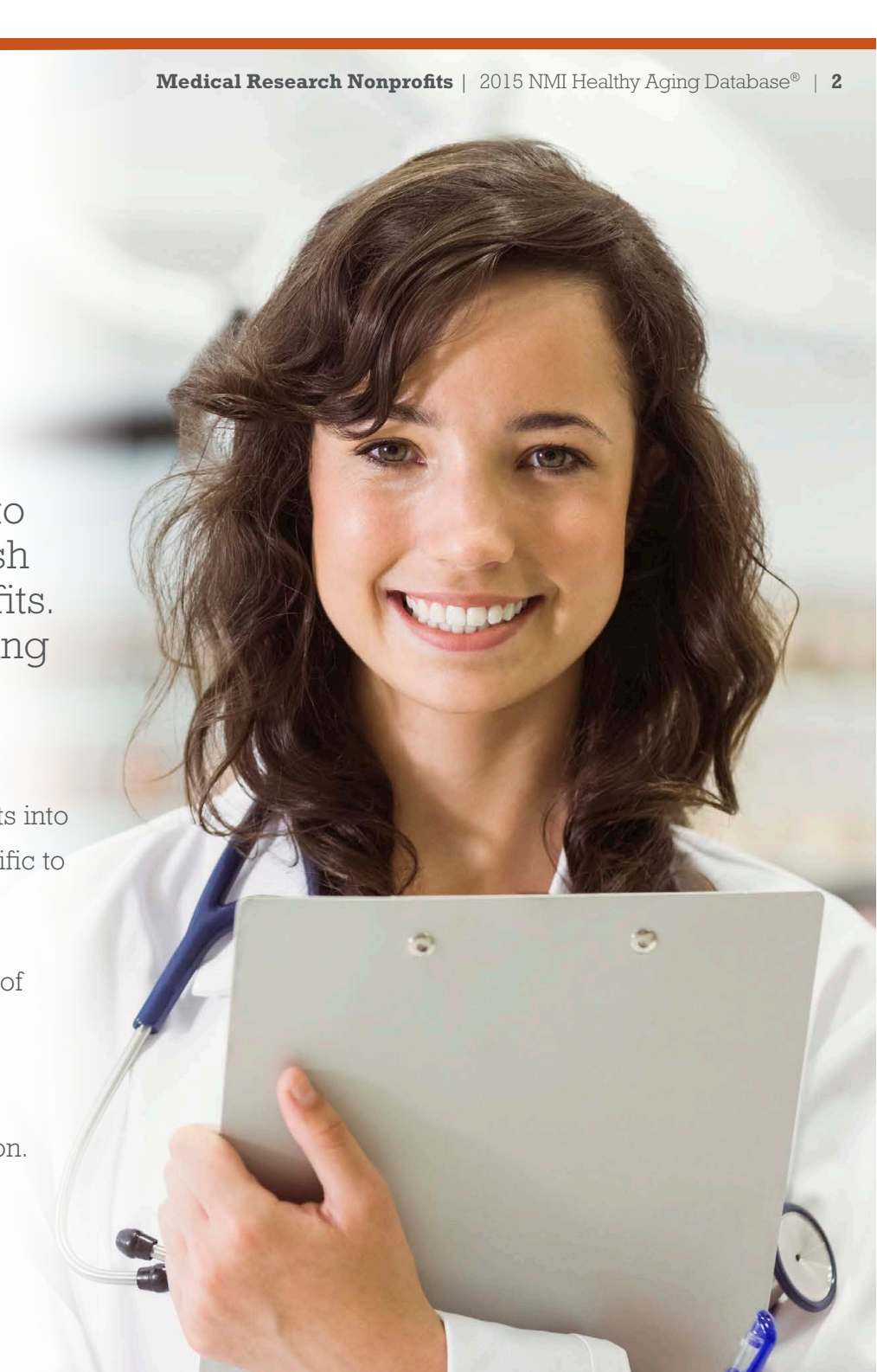
Introduction

This report from The Stelter Company, the leading philanthropy-marketing consultant to nonprofits in the United States, provides fresh data on donors to medical research nonprofits. The data are taken from the Natural Marketing Institute's 2015 Healthy Aging Database® study, sponsored in part by Stelter.

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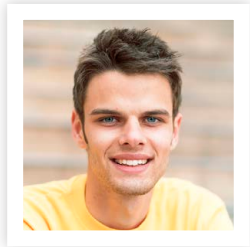
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Non-donors: U.S. adults age 18+ who have **never** contributed to a charitable organization

General population: U.S. adults age 18+



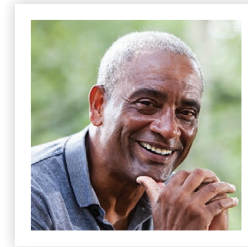
Millennials

Born 1977–1998
(ages 19–39)



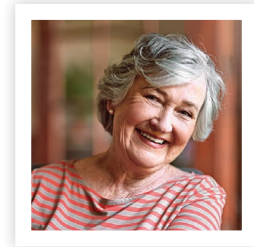
Gen X

Born 1965–1976
(ages 40–51)



Boomers

Born 1946–1964
(ages 52–70)

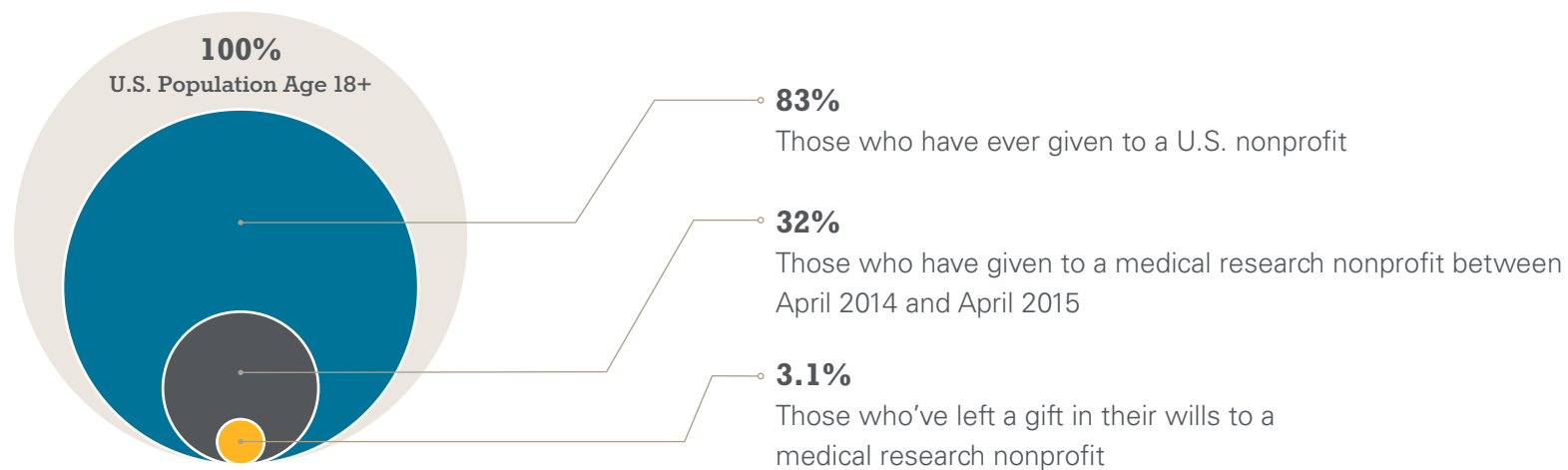


Matures

Born 1900–1945
(ages 71+)

Medical Research Nonprofits

As illustrated in the chart below, 83 percent of the U.S. population age 18+ claims to have given to a nonprofit at some time in their lives. Thirty-two percent of the 83 percent have given to a medical research nonprofit between April 2014 and April 2015. This is the third highest donation level among nine nonprofit sectors covered in the NMI Healthy Aging Database study. A much smaller number, 3.1 percent of the 32 percent who donated to a medical research nonprofit, say they have already left a gift in their wills to a medical research organization.



Demographic Highlights

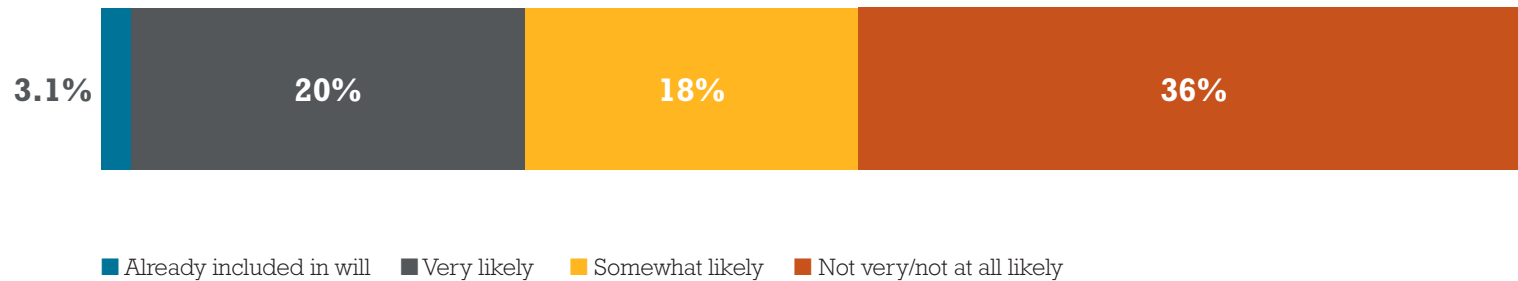
Donors to medical research nonprofits tend to skew slightly female, are somewhat older, more educated and have a much higher net worth than the general population.

	General Population	Medical Research Donors
Male	48%	44%
Female	52%	56%
Average age	47 yrs old	51 yrs old
Child in household	38%	40%
Median income	\$56.5K	\$78.9K
Median net worth	\$62.7K	\$134K
College+	29%	38%
White	78%	82%
Black/African-American	12%	11%
Hispanic	15%	10%
Asian	4%	3%

Actual and Intended Designation of Planned Gifts

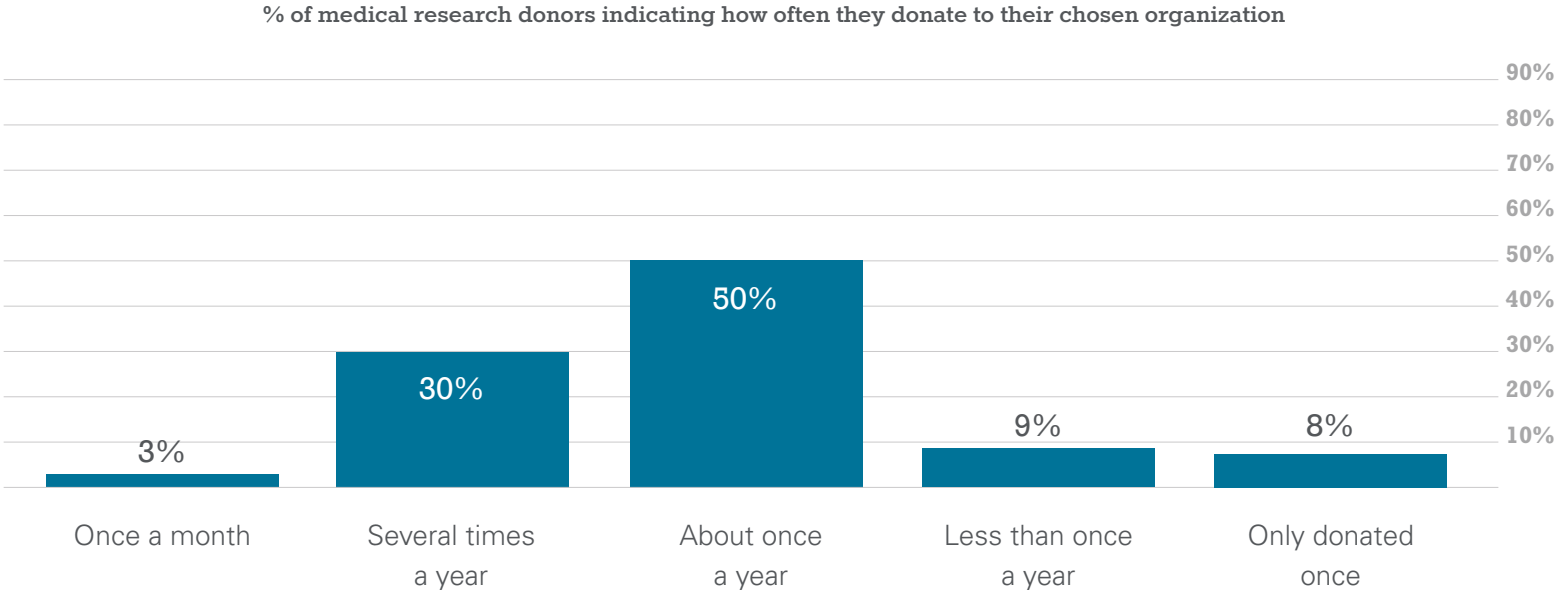
Of those who have ever donated to medical research nonprofits, more than 3 percent have already designated a planned gift in their wills. In addition, thirty-eight percent of those donors said they would be very likely or somewhat likely to leave a planned gift to a medical research organization at the time of their deaths.

% medical research donors' likelihood of donating a planned gift at the time of their deaths



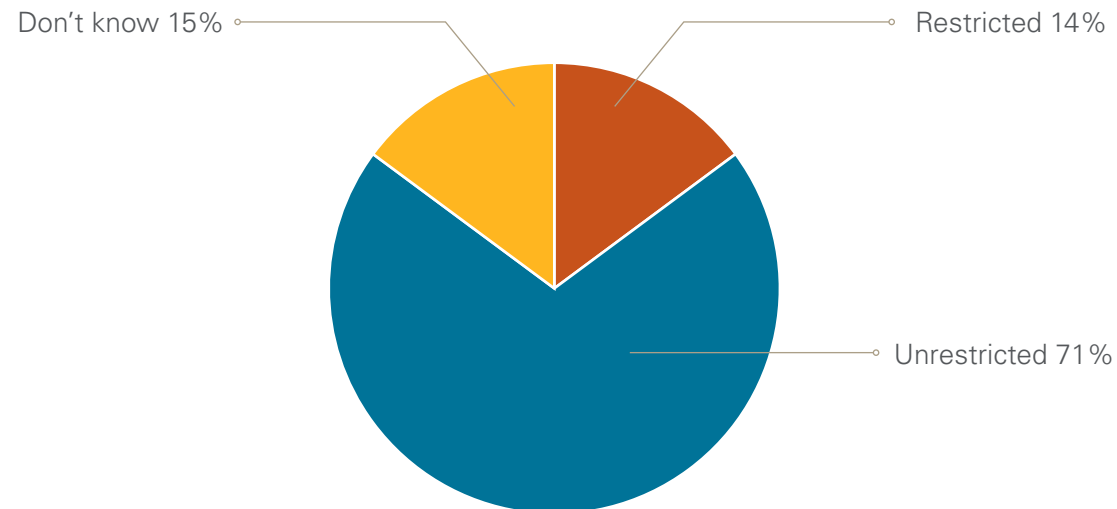
Donation Frequency

Thirty-three percent of donors to medical research nonprofits indicate they are frequent donors, giving once a month or several times a year. Fifty percent give once a year, 9 percent give less than once a year and 8 percent have given only one time.



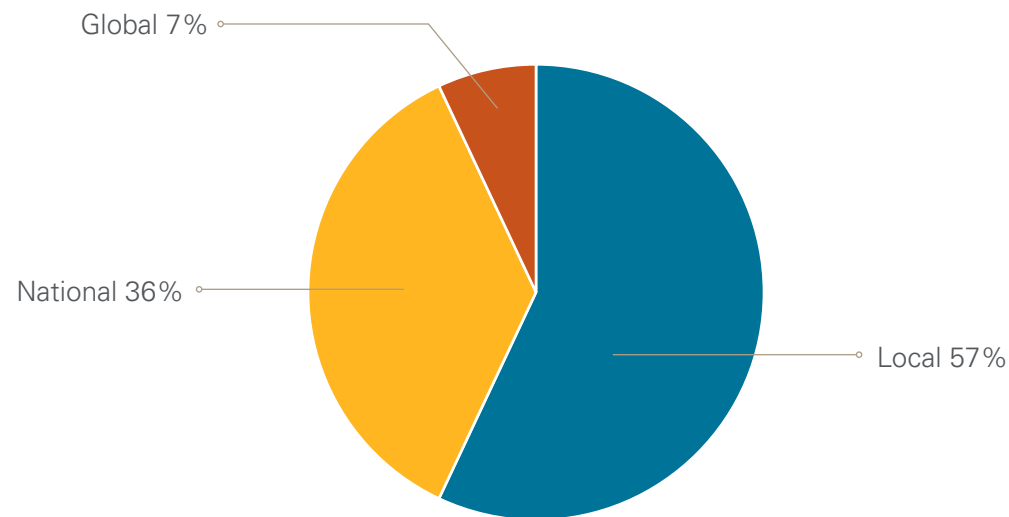
Restricted vs. Unrestricted Gifts

Seventy-one percent of donors to medical research nonprofits prefer to give unrestricted donations, where contributions are used as desired by the nonprofit organization with no qualifications required by the donor.



Local, National or Global

Those who have given to medical research nonprofits tend to strongly favor donating to local and national organizations in this sector over global ones.



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Nonprofit Donor Profile
National Sector Data

Public/Societal Benefits Nonprofits

Statistical Highlights From
the 2015 NMI Healthy
Aging Database[®]

Sponsored in part by:



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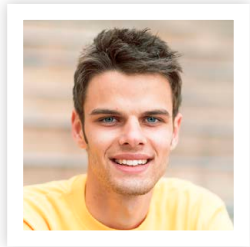
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General population : U.S. adults age 18+



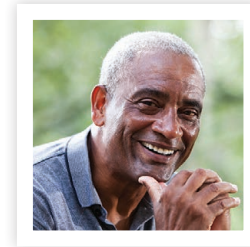
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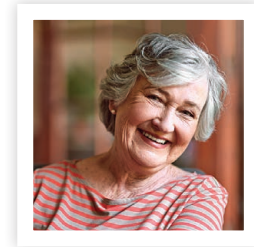
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Born 1946–1964
(ages 52–70)

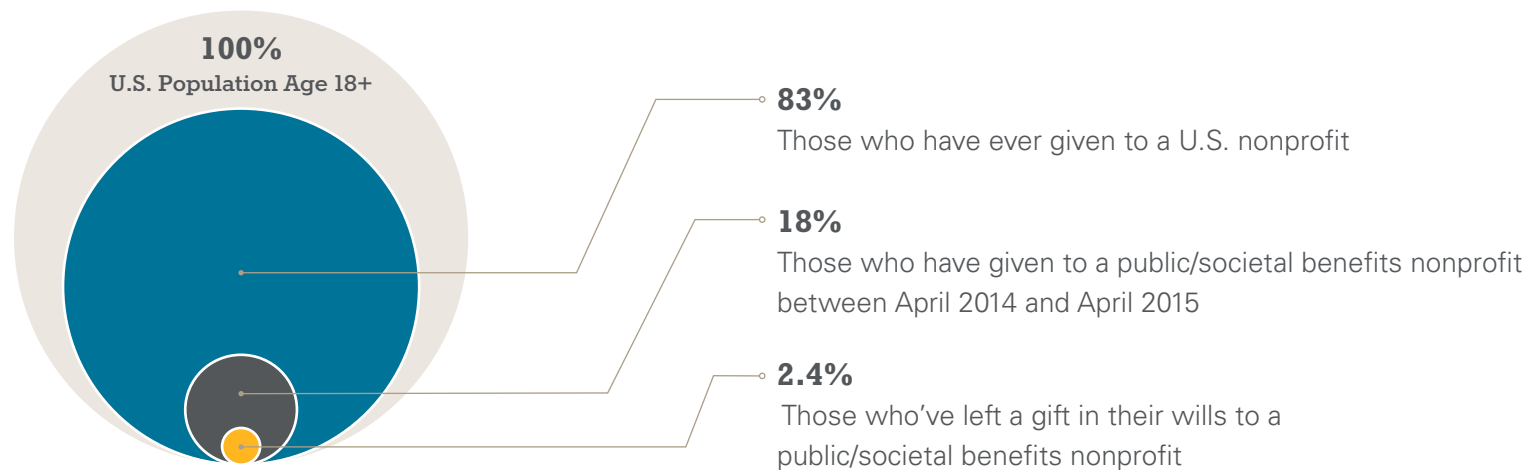


Matures

Born 1900–1945
(ages 71+)

Public/Societal Benefits Nonprofits

As illustrated in the chart below, 83 percent of the U.S. population age 18+ claims to have given to a nonprofit at some time in their lives. Eighteen percent of the 83 percent say they have given to a public/societal benefits nonprofit between April 2014 and April 2015. This is the sixth highest donation level among nine nonprofit sectors covered in the NMI Healthy Aging Database study. A much smaller number, 2.4 percent of the 18 percent who donated to a public/societal benefits nonprofit, say they have already left a gift in their wills to a public/societal benefits organization.



Demographic Highlights

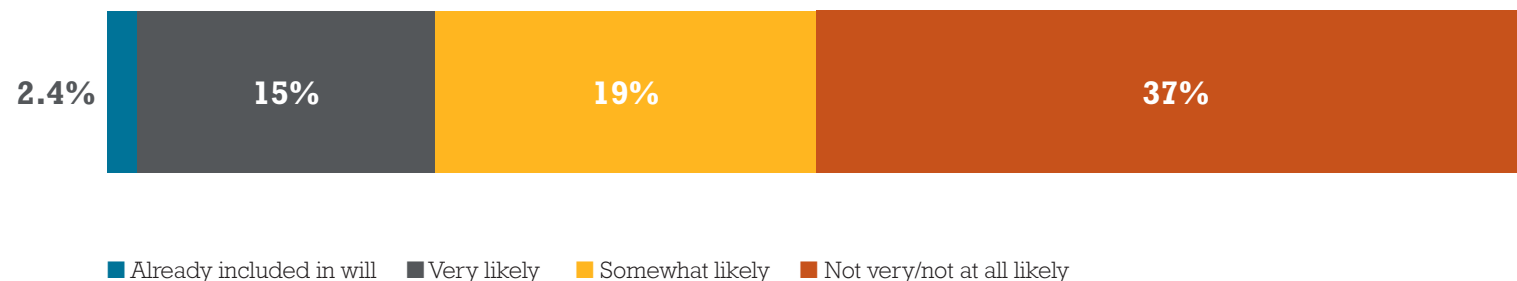
Donors to public/societal benefits nonprofits tend to skew slightly male, are more educated, have more children at home and have a higher net worth than the general population.

	General Population	Public/Societal Benefits Donors
Male	48%	52%
Female	52%	48%
Average age	47 yrs old	47 yrs old
Child in household	38%	44%
Median income	\$56.5K	\$77.2K
Median net worth	\$62.7K	\$112.9K
College+	29%	38%
White	78%	80%
Black/African-American	12%	10%
Hispanic	15%	13%
Asian	4%	5%

Actual and Intended Designation of Planned Gifts

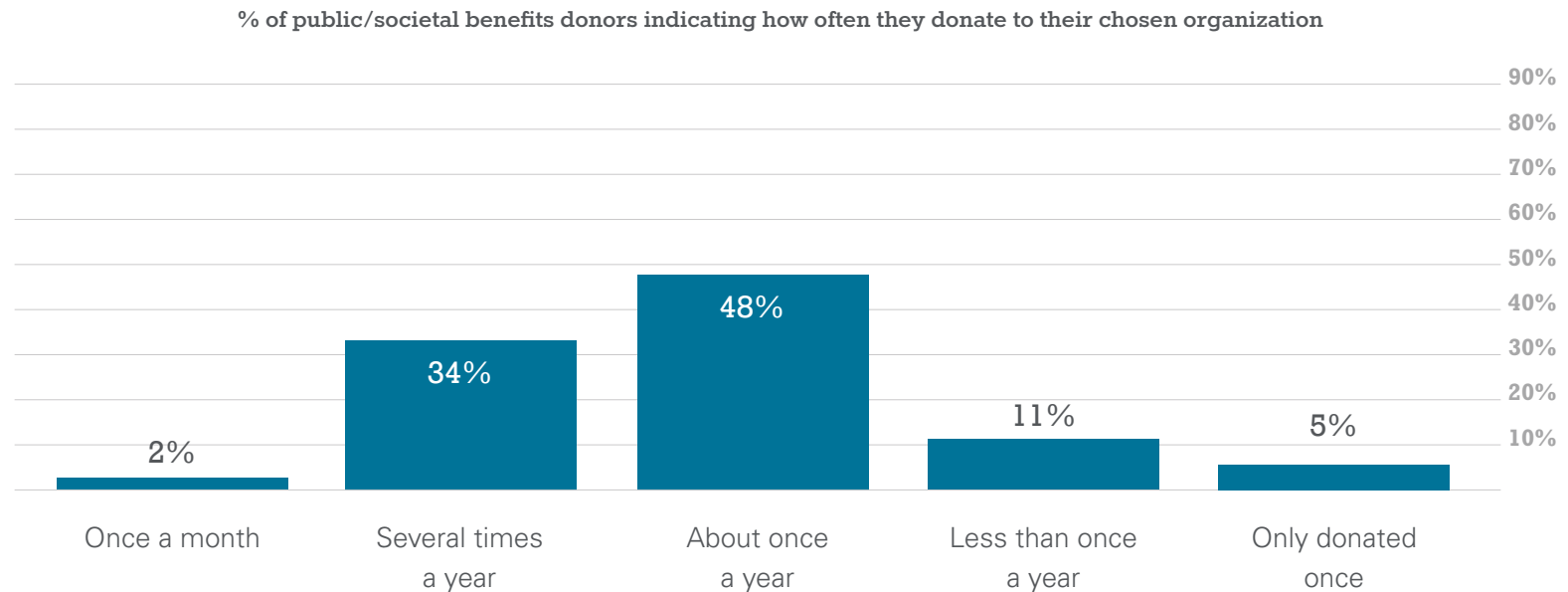
Of those who have ever donated to public/societal benefits nonprofits, more than 2 percent have already designated a planned gift in their wills. An additional 34 percent of those donors said they would be very likely or somewhat likely to leave a planned gift to a public/societal benefits organization at the time of their deaths.

% public/societal benefits donors' likelihood of donating a planned gift at the time of their deaths



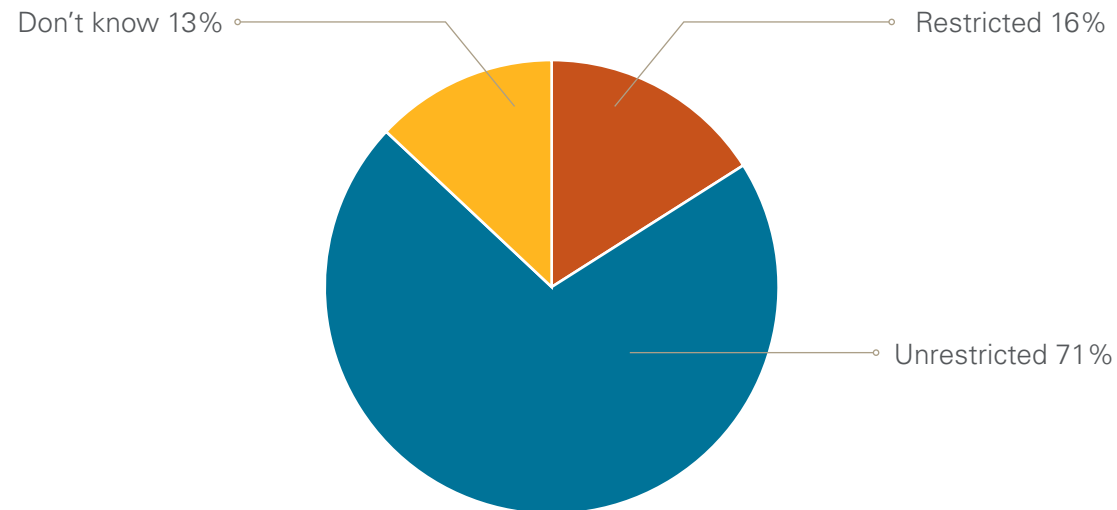
Donation Frequency

Thirty-six percent of donors to public/societal benefits nonprofits indicate they are frequent donors, giving once a month or several times a year. Forty-eight percent give once a year, 11 percent give less than once a year and 5 percent have given only one time.



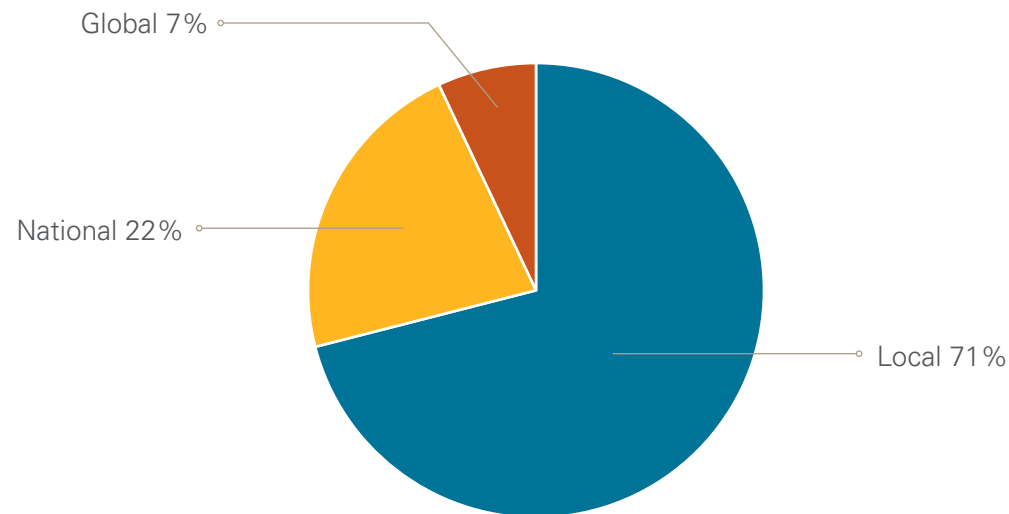
Restricted vs. Unrestricted Gifts

Seventy-one percent of donors to public/societal benefits nonprofits prefer to give unrestricted donations, where contributions are used as desired by the nonprofit organization with no qualifications required by the donor.



Local, National or Global

Those who have given to public/societal benefits nonprofits overwhelmingly favor donating to local organizations over national and global nonprofits in this sector.



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