Religious Giving: Key Trends

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About the Indiana University Lilly Family School of Philanthropy

- Mission: Increasing the understanding of philanthropy and improving its practice worldwide through research, teaching, training and civic engagement.

- Vision: To build an engaged world through giving and voluntary action for the public good.

- Six core program areas
  - Research
  - Academic Programs
  - The Fund Raising School (TFRS)
  - Lake Institute on Faith & Giving
  - Women’s Philanthropy Institute
  - International Programs
In Today’s Presentation....

- **Purpose:**
  
  To examine the validity of 8 common beliefs about religious giving.

- **General Issues:**
  
  - Is religious giving falling?
  
  - Do most Americans tithe – especially those affiliated with religious organizations?
  
  - Do members of some faiths give more than other faiths?

- **Demographic disparities in religious giving:**
  
  - Do wealthy persons give less to religion?
  
  - Do well educated persons give less to religion?
  
  - Do women give more than men?
  
  - Does region influence giving?
Introduction

- Giving to Religion vs. Giving because of Religion
- Trends in religious giving parallel trends in religious attendance
- Data:
  - Giving USA
  - Center on Philanthropy Panel Study (COPPS)
  - Bank of America Study on High Net-Worth Philanthropy
Common Belief # 1

IS RELIGIOUS GIVING FALLING?
Giving to Religion 1972-2012

Giving to religion, 1972–2012
(in billions of dollars)

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Common Belief # 2

DO AMERICANS GIVE “THE BIBLICAL TITHE”?
Giving as a Percentage of Personal Income

Source: Giving USA 2013
### Household Giving to Religion

<table>
<thead>
<tr>
<th>Percentage of Income Given to Religion</th>
<th>Percentage of Households</th>
<th>Cumulative percentage of Households</th>
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<tr>
<td>10+</td>
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<td>2.6</td>
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</tbody>
</table>
Common Belief #3

DO SOME FAITH GROUPS GIVE MORE THAN OTHERS?
Total and Religious Giving
As a share of household income by religious affiliation (without controls)

- None: 1.11% Religious Giving, 2.70% Total Giving
- Catholic: 1.48% Religious Giving, 3.51% Total Giving
- Lutheran: 1.48% Religious Giving, 2.62% Total Giving
- Baptist: 1.36% Religious Giving, 2.01% Total Giving
- Jewish: 2.93% Religious Giving, 3.72% Total Giving
- Pentecostal/ASG: 2.57% Religious Giving, 3.72% Total Giving
- Other Protestant: 5.55% Religious Giving, 6.24% Total Giving
- Latter-Day Saints: 5.55% Religious Giving, 6.24% Total Giving

Source: Center on Philanthropy Panel Study 2005
Common Belief #4

DO THE WEALTHY GIVE LESS TO RELIGION?
Giving by High Net Worth Households Compared to Giving Among the General Population

PERCENTAGE OF HIGH NET WORTH HOUSEHOLDS WHO GAVE TO CHARITY IN 2009, COMPARED TO THE U.S. GENERAL POPULATION (%)

Source for the U.S. general population is the 2009 Center on Philanthropy Panel Study on giving in 2008, the latest year data is available on average giving by American households.

Source: Bank of America High Net Worth Philanthropy Report 2010
Giving by High Net Worth Households Compared to Giving Among the General Population

Source: Bank of America High Net Worth Philanthropy Report 2010

Myths of Religious Giving

Source for the U.S. general population is the 2009 Center on Philanthropy Panel Study on giving in 2008, the latest year data is available on average giving by American households.
Impact of Income and Wealth on Religious Giving

- Both positively and significantly affect how much donors give.
- The overall share of income (or wealth) going to religion falls as income (or wealth) grows.
Common Belief #5

DO WELL EDUCATED INDIVIDUALS GIVE LESS TO RELIGION?
Religious Giving by Donor’s Education Level

- HS or Less (n=1,150): $1,438, 36.0% giving rate
- Some College (n=1,090): $2,047, 43.2% giving rate
- BA/BS (n=731): $2,353, 52.7% giving rate
- Graduate Degree (n=252): $3,440, 56.9% giving rate

Source: Center on Philanthropy Panel Study 2007
Impact of Educational Attainment on Religious Giving
(After controls)

- Overall, religious giving rises with educational attainment.
- One exception: No significant differences were found in giving between households headed by those with a postgraduate degree and those with high school education or less.
Common Belief #7

DO WOMEN GIVE MORE TO RELIGION THAN MEN DO?
Total Giving by Gender of Household’s Head
(% that give)

Source: Women Give 2010
Total Giving by Gender of Household’s Head
(% of Giving by Subsector)

Source: Women Give 2010
Review of Key Findings

- Do well educated persons give less to religion?
  No, education seems to have a positive effect on religious giving, both with respect to being a donor at all and the amounts donated.

- Do women give more than men?
  Yes, female-headed households are both more likely than male-headed households to be donors to religion.
  In 3 out of 4 income groups, female headed households donate more than male-headed households.
Myths of Religious Giving

October 2, 2013

Discussion and Questions
Thank you!!!