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The Johnson Center

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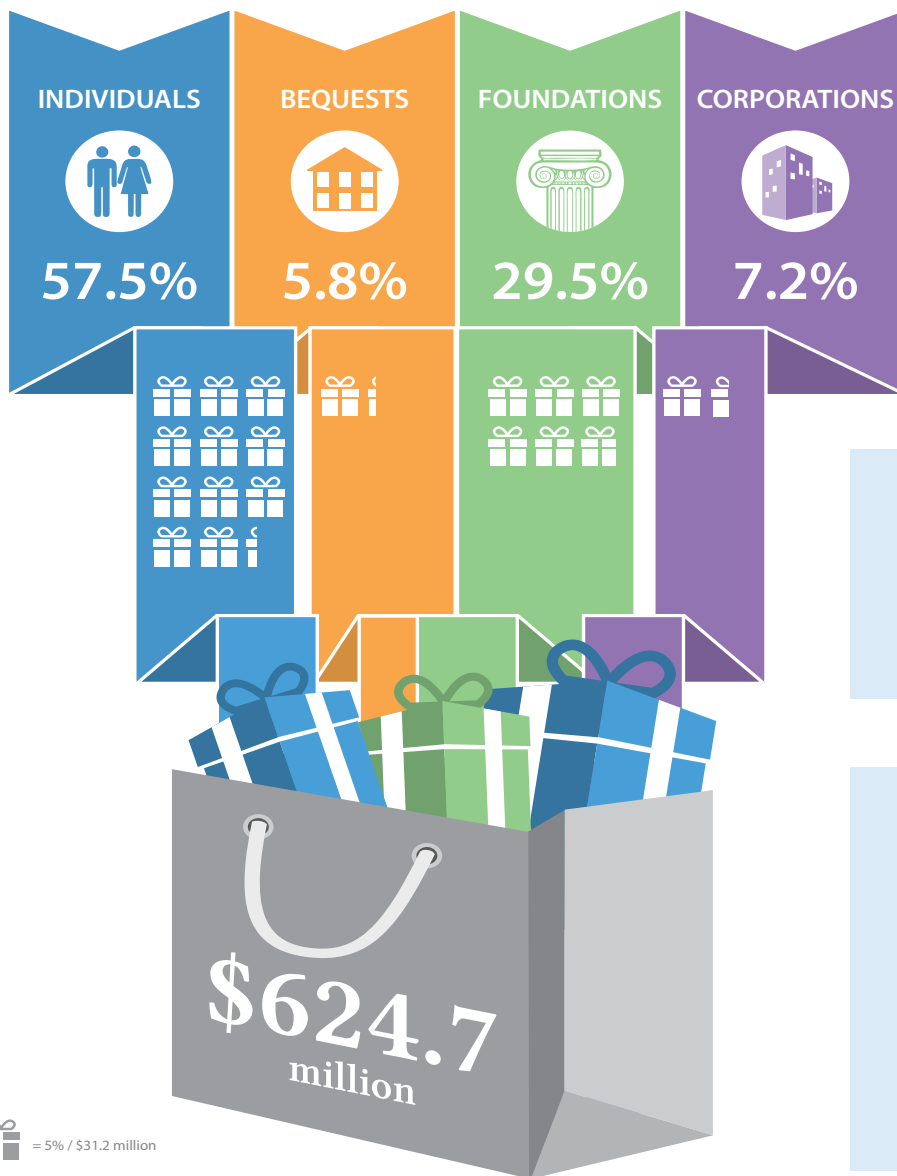
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# Johnson Center Data Brief

November 2013


## Estimate of Charitable Giving in Kent County, Mich., for 2011

Each year, the Johnson Center for Philanthropy estimates the total amount of charitable giving in Kent County, Mich., using multiple sources of data from the most recent year for which adequate data are available. The estimates given in this data brief are for the year 2011. Separate estimates are given for the amount donated from four sources: individuals, bequests/estates, foundations, and corporations. The annual *Giving USA* report is the source of national comparison data. Dollar amounts have not been adjusted for inflation.



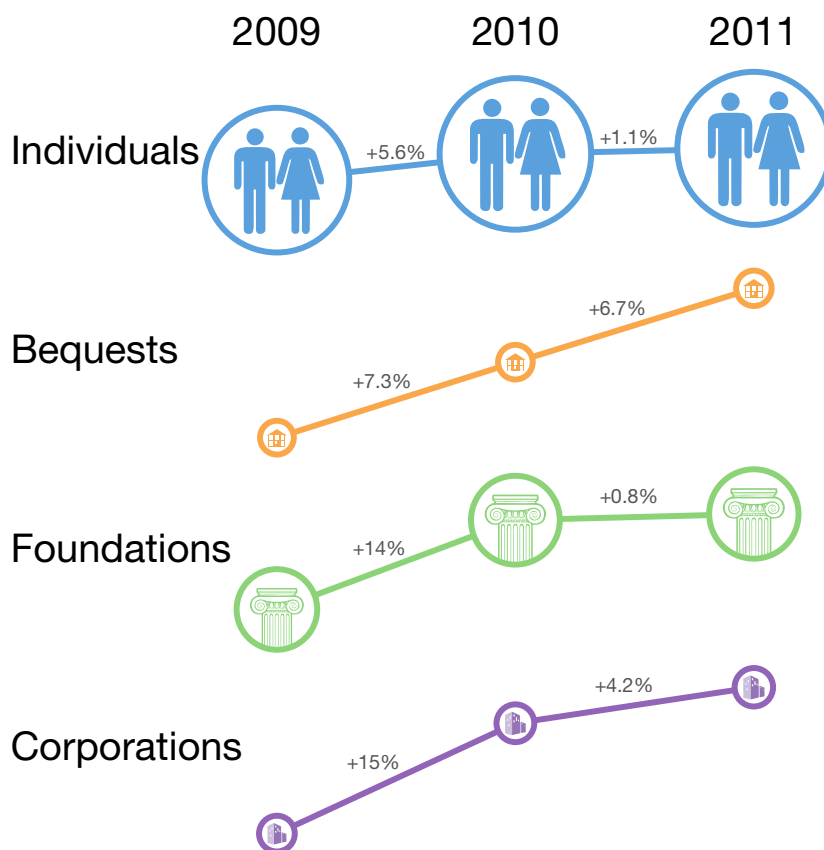
In 2011, we estimate that donors of all types located in Kent County gave a total of **\$624,714,866**. This represents an increase of almost \$10 million from our estimate of 2010 total giving.

Of this \$624.71 million, the majority (57.5%) came from individuals, but foundations also contributed a significant portion (29.5%). In fact, when compared to the national average, foundations in Kent County contributed a much higher percent of total giving than foundations across the nation (14.4%).

 = 5% / \$31.2 million

# Estimate of Charitable Giving for Kent County, Mich., for 2011

The figure and table below show the year-to-year changes, from 2009 to 2011, in estimated giving from each type of donor in Kent County.

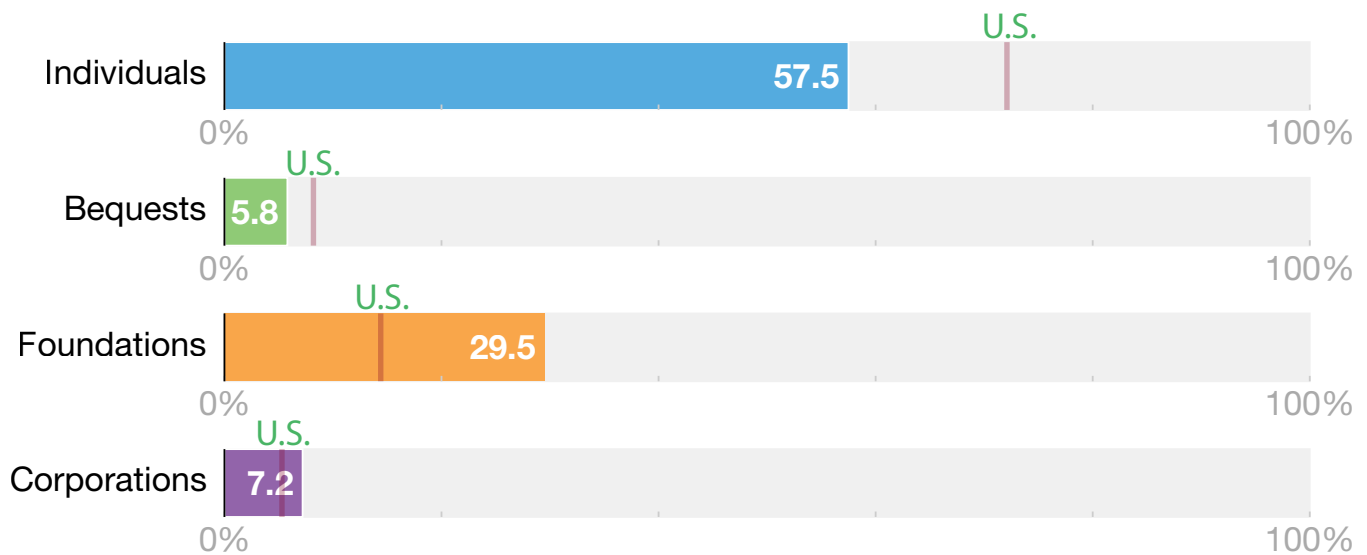


Donor Type	Estimated Giving (in millions)		
	2011	2010	2009
<b>Individuals</b>	\$ 359.22	\$ 355.20	\$336.29
<b>Bequests</b>	36.46	34.18	31.85
<b>Foundations</b>	184.38	182.82	160.36
<b>Corporations</b>	44.66	42.84	37.26
<b>TOTAL</b>	<b>\$ 624.71</b>	<b>\$ 615.05</b>	<b>\$ 565.76</b>

- Total estimated giving in Kent County increased by \$9.66 million from 2010 to 2011, a much smaller increase than the previous year when total giving rose \$49.29 million.
- Both Kent County and national increases were lower in 2010-2011 than in the previous year. Between 2009 and 2010, total giving in Kent County increased at a higher rate (8.7%) than the national rate (6.4%), but from 2010-2011, Kent County giving increased less (1.6%) than did giving across the nation (4.2%). This may reflect Kent County's earlier rebound from the recession.
- Giving by all types of donors increased over the 3-year period (not adjusted for inflation). However, from 2010-2011 in Kent County, the rate of increase in estimated giving through bequests (6.7%) and corporations (4.2%) was quite a bit higher than the rate of increase for individuals (1.1%) and foundations (0.8%). This may reflect the fact that corporate profits increased more than individual income in that year.

## Estimate of Charitable Giving for Kent County, Mich., for 2011

The figure below compares the estimated 2011 giving by type of donor for Kent County and the United States as a whole.



- The percentage of total estimated charitable giving coming from foundations in Kent County is more than double the percentage from foundations across the U.S., and the percentage coming from individuals is lower in Kent County than in the U.S. overall.
- This does not necessarily mean individuals in Kent County give less than individuals in other communities. Rather, these differences in percentage from the national estimates are likely caused by the relatively much higher level of foundation giving in Kent County compared to other parts of the country.
- A large portion of total foundation giving in Kent County comes from several large foundations located here. For example, the 2011 annual giving by four foundations created by the DeVos family accounted for 41.8% of Kent County's total foundation giving.
- The percentage of estimated giving coming from corporations is also higher in Kent County than across the nation, meaning that the percentage of total giving coming from institutional sources - corporations and foundations - in Kent County (36.7%) is much higher than across the U.S. (19.7%). The concentration of large family-owned business in Kent County may be one factor that contributes to this pattern.

## Notes on Estimation Methods

Estimating the amount of charitable giving in a given community is very difficult because of the diverse ways that people give and the lack of precise data on giving that is specified by region. However, calculating such estimates can help communities and their leaders understand the scale of their philanthropic contributions, track them over time, and use them for planning or other purposes.

The most respected estimate of total giving across the U.S. is provided each year in the publication *Giving USA*. We adapted that method as closely as possible to estimate charitable giving in Kent County. Note that, like other giving estimates, the one here is likely an underestimation of actual total charitable giving, because of individuals who do not report their full giving, the amounts given “in kind,” and other factors.

We have adjusted the data reported in previous years’ briefs, based on newly available data from the Internal Revenue Service and the U.S. Census.

These figures estimate giving by donors located in Kent County. We have not analyzed how much of that giving is distributed inside vs. outside of Kent County.

Figures for individual giving include estimates of both itemized and non-itemized deductions. Giving for itemized deductions was estimated by multiplying total itemized deductions for Michigan filers, as reported in 2009, 2010, and 2011 income tax returns, by .06 (Kent County’s share of Michigan households). The estimate for non-itemizers was calculated using the average giving (nationally) per household, based on the number of households in Michigan that did not itemize their taxes, multiplied by Kent County’s share of Michigan households (2010 Census data and American Community Survey 5-year estimates).

Bequest giving is based on the number of deaths of people over age 55 in Kent County multiplied by the size of the average bequest (from research conducted by Russell N. James).

Data for the foundation grantmaking total comes from the Foundation Center and includes only those foundations classified as independent, community, or operating. Several large public charities such as medical research and hospital foundations, arts organization trusts, and federated giving institutions are not included, following the *Giving USA* method of tracking those contributions when the initial philanthropic gift is made.

Corporate giving includes contributions from corporate foundations listed in Foundation Center data, as well as an estimate of direct giving by corporations using data from the Bureau of Economic Analysis on the GDP of the Grand Rapids/Wyoming MSA.

**Estimates prepared by the Dorothy A. Johnson Center for Philanthropy at Grand Valley State University, with the assistance of Melissa S. Brown and Associates.**

**For all inquiries, please contact Emily Walters, Marketing and Communications Coordinator, at 616-331-7585.**