



e-Philanthropy: State of the Space

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PRICEWATERHOUSECOOPERS 

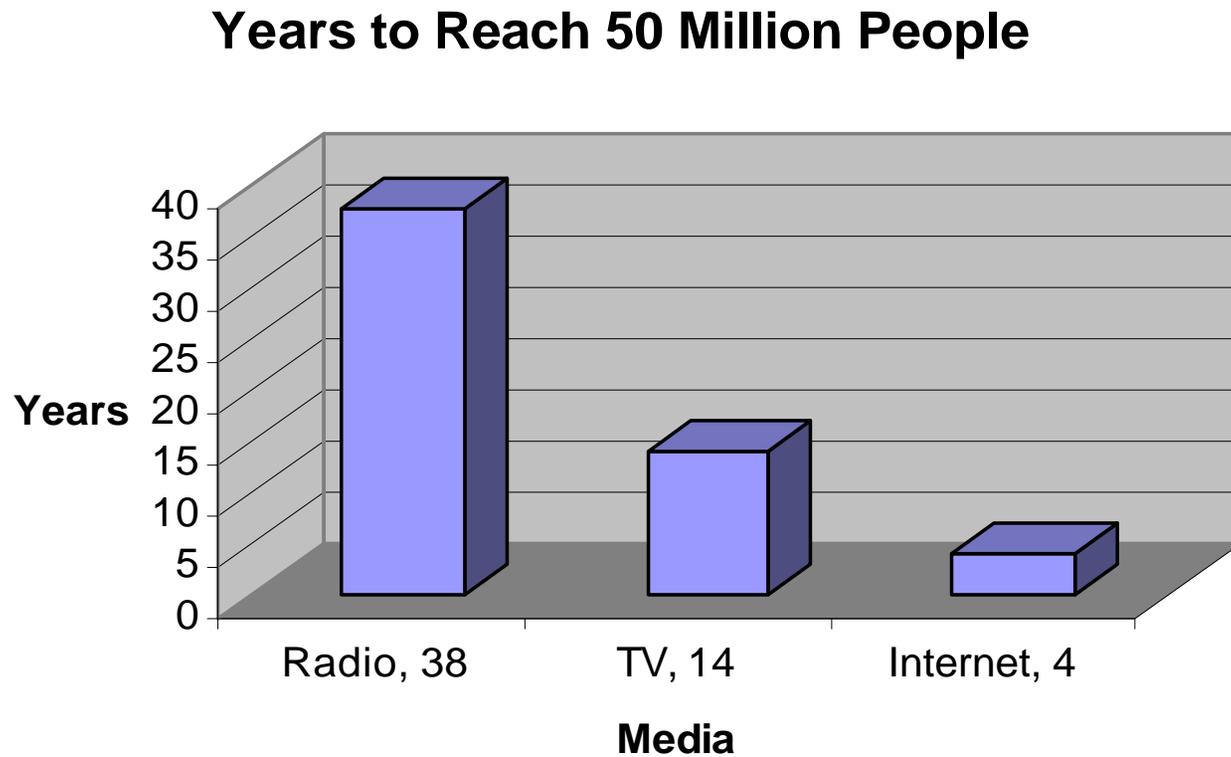
Agenda

- Facts and Trends
 - Internet Usage
 - Communications
 - Volunteer Recruitment
 - Overall Contributions
 - Internet Contributions
- Examples

Facts and Trends: Internet Usage

- 275 million in US today
 - 130 million (47%) Internet users in US
 - By 2002, 165 million online
- Average person/month
 - 18 user sessions
 - 10 unique sites
 - 30 minutes browsing per session (9 hours / month)
 - 664 page views

Facts and Trends: Communications



Facts and Trends: Volunteer Recruitment

- 55.5% of adult Americans volunteered in 1999
 - 19.9 billion hours
 - 89.5% volunteered when asked
 - The value of volunteer time was estimated to be \$225.9 billion
- 46% of 18-24 year olds volunteered in 1999
 - Average 3 hours a week
 - 87% volunteered when asked
- Readers respond to “get involved” or “help” more positively than “volunteer.”
- People respond significantly more when asked to do something they like rather than “volunteer”.
- Online volunteer recruitment allows volunteer centers to be open 24/7

Facts and Trends: Overall Contributions

- Charities received \$190 billion in 1999. 6.7% rise over 1998, when inflation is taken into account.
- For 4th year, foundations grew faster than both individual donations and corporate gifts.
- International groups, environmental groups, and arts organizations fastest growth.

Facts and Trends: Internet contributions

- 1999 survey of nonprofits
 - 1/3 raised money via Internet, \$7 million. 40% of that, \$2.8 million, Red Cross
 - 1/3 began receiving contributions online in fiscal 2000
 - 1/3 are not using Internet to solicit funds
 - \$7 million figure represents eightfold increase from prior year
 - majority of funds donated directly through charity web site, \$150,000 raised through online giving sites and shopping sites.
 - Majority of donations came from new contributors
- 15% of America's schools have signed up for online giving programs that give 10-20% of purchases to schools, average of \$100 to \$2,000 per quarter.

Facts and Trends: Internet contributions

Charity	Internet	Total private
American Red Cross	\$2,760,421	\$817,000,000
Catholic Relief Services	\$590,307	\$118,914,000
World Vision	\$554,549	\$400,487,000
American Diabetes Association	\$510,000	\$101,239,000
Campus Crusade for Christ	\$350,000	\$351,000,000
Princeton University	\$167,784	\$159,080,193
Muscular Dystrophy Assoc.	\$165,423	\$121,479,781
U.S. Olympic Comm.	\$150,000	\$59,405,000
Ducks Unlimited	\$150,000	\$68,000,000
Mercy Corps Int'l	\$130,412	\$35,666,227
Jewish National Fund	\$100,000	\$28,000,000

Examples of e-Philanthropy: Online Contribution and Service Websites

- Corporate giving
- Charity malls/affiliate programs
- Auctions
- Cause-Related Portals
- Online volunteering
- Venture Philanthropy
- Online giving web sites

References

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- CommerceNet/Nielsen Media
- Independent Sector, “Giving and Volunteering in the US” 1999
- Bankers Trust Private Banking
- New York Times, “New Philanthropists Put Donations to Work”, 07/06/000
- The Chronicle of Philanthropy