



***ILLOWA***

**Partnership for  
Philanthropic Planning  
2009 Survey Report**

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## EXECUTIVE SUMMARY ---

In 2005 and 2007, the Quad City Planned Giving Council sponsored a survey examining planned giving to Quad City organizations. The purpose of the survey was to demonstrate the importance of planned giving and to create a report that would allow local organizations to evaluate their own success in planned giving.

In July 2009, the survey was conducted again for its original purpose, as well as to provide a comparison by which change in planned giving over the past four years could be measured. In 2009, 59 organizations were contacted first by mail, and then by phone.

Only 39 organizations chose to participate in the 10-question survey (as opposed to 49 in past years). Responses were gathered by an intern through phone interviews, via email or by fax. A report of the findings was prepared.

- Thirty-one out of 39 organizations (79%) encourage planned giving. From 2005 to 2009 we see no decrease in the number of organizations who encouraged planned gifts; several continue to use plans they had in place.
- Results show that organizations with planned giving programs, received gifts. 74% of organizations that actively encouraged planned gifts, received gifts in 2008.
- Twenty-three of 39 organizations track expectancies (planned gifts in place).
- At the time of the survey, 1,396 known expectancies were reported. Modest estimates value these expectancies at \$316,771,525 when the gifts mature. The value of total expectancies is significantly larger as some organizations were not able to speculate at the time the survey was conducted.

## 2009 SURVEY REPORT

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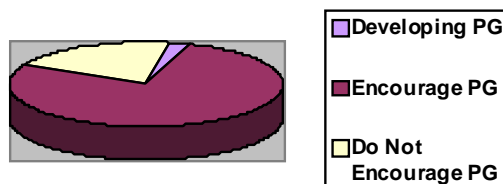
Numerous nonprofit and for-profit organizations in the Quad City area strive to make our community an environment in which we can prosper, and a better place to call home. These organizations' missions include educating, providing cultural entertainment, offering support to families in need, keeping our neighborhoods safe, giving various mentoring and medical services, providing relief from disasters, or focusing attention on populations like children, the elderly, or those with special needs. Each organization offers specialized programs that are specific and necessary in our community, focused on making the Quad Cities a better place to live. These organizations all rely on the support of the community.

During the summer of 2009, 39 of the area's largest organizations completed a short survey demonstrating the importance of community support through planned giving to their organizations. The results format evidence that the community places great priority on supporting the outreach of its local organizations. Citizens of the Quad Cities showed significant generosity and desire to assist the organizations that provide for the needs of the community. However, the survey also revealed that the majority of organizations that received funding were those that actively sought planned gifts.

The 39 organizations that were surveyed varied greatly, with annual budgets ranging from \$207,250 to \$70 million. The median annual budget for 2008 was \$1.9 million, slightly larger than the \$1.7 million median budget of 2007 and \$1.75 in 2005. Staffing at each organization varied from 650 full-time employees to organizations composed entirely of volunteers. The 2009 median number of employees was 20, nearly identical to the 2007 median of 20.3, and also to the median of 20 employees from 2004.

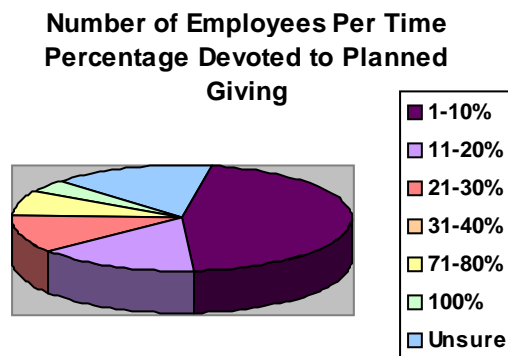
Of the 39 organizations that participated in the 2009 survey, 31 run active planned giving programs. In 2008, 74% of organizations who asked for planned gifts received gifts. With new planned giving programs developing among other nonprofits, we could project that the number of planned gifts in the area is increasing, based on survey results. Twenty-five of the 39 organizations surveyed in 2009 have participated in the survey all three years. However, it is important to note the survey respondent sample size is different this year and the same organizations have not responded to this survey every year.

**Amount of Organizations Per  
Each Planned Giving Status**



Only six of the 31 organizations with planned giving programs do not have employees with specific planned giving duties. Therefore, 81% of organizations with a program also have a staff person. One nonprofit had a designated planned giving full-time employee. Twenty-two organizations had at least one full-time employee whose responsibilities included planned giving campaigning, among other duties.

The 2009 results show a lower number of personnel who spend some amount of time on planned giving than in 2007 and 2005. In the withering economic climate of 2008-2009, organizations perhaps could not hire individuals for this purpose. It is also very clear organizations that have an employee who focuses on this work, have various other responsibilities. The number of employees who spend at least 20% of their time on planned giving has increased to 16 employees from 11 in 2007 and 10 in 2005.



Based on information provided in the survey responses, nonprofits participate in three tiers of planned giving:

- Active
- Passive
- None

The most successful organizations encourage planned gifts through active promotional planned giving. This includes seminars, personal solicitations and volunteer engagement in the planned giving program. These nonprofits made personal visits or phone calls to potential donors and maintained committees whose sole purpose was to solicit planned gifts year-round. They also gave information to attorneys and estate planners, presented informational seminars and held luncheons where planned giving was explained and donors were honored

The second tier, known as passive promotional planned giving, involves reaching out to individuals through indirect contact. The majority of nonprofits who indicated they have a planned giving program in place fall under this category. These nonprofits appeal to current/potential donors through special ads in various media, place articles in newsletters, annual reports and other collaterals. A few have also reserved portions of their Web site for planned giving purposes and have conducted special direct mailings.

With such a wide variety of approaches and appeals to potential donors, it would seem that the most important common factor in encouraging planned gifts is providing sufficient information, assistance and encouragement to anyone who expresses even slight interest in planned giving.

Aside from implementing an assortment of planned giving catalysts and providing information through a variety of means, another key to successful planned giving programs was offering numerous planned giving vehicles to potential donors. Virtually all of the nonprofits surveyed reported that bequests were the most common planned gifts received. Charitable remainder trusts, lead trusts, and life insurance gifts were also widely encouraged and accepted. Nearly every organization, whether or not they pursued planned giving, stated either a need for or eager acceptance of any type of gift to their organization.

In the 2009 survey, 11 organizations reported offering charitable gift annuities, a slight decrease from the 17 organizations in 2007 and 15 at the time of the 2005 survey. Though since 2005 the number of organizations who offer charitable gift annuities in-house has decreased from 10 to five in 2007 and now remains at five in 2009; this may be explained by an increase in number of organizations who now utilize services such as those provided by the Community Foundation of the Great River Bend.

In 2009, organizations surveyed reported 247 planned gifts received totaling more than \$16 million. The number and value of planned gifts have fluctuated between 2005 and 2009. With only three years of data it is difficult to determine if there is any pattern. It could be that the number of gifts received is based on an individual passing away and that number could vary year-to-year without a real pattern. It is also difficult to predict a pattern in the number of expectancies since many organizations do not become aware of gifts until they mature.

In 2009 organizations reported 1,396 expectancies estimated at \$316,771,525. In 2007 and 2005, organizations reported 1,085 and 1,718 expectancies estimated at \$122,858,832 and \$120,203,000. The number of organizations who track expectancies is steadily on the rise, from 18 in 2005 to 20 in 2007 and now 23 in 2009. However, there may be planned gifts in existence whose future recipients do not yet know of them because they do not keep track, or the donor simply does not notify them.

Though only 31 organizations actively pursue planned giving, 37 of the 39 who participated in the 2009 survey have endowed funds or foundations. In 2005, only 38 of 49 organizations had established endowments/foundations and 44 of 49 in 2007. That is an increase in the percentage of organizations with an endowment or foundation from 78% in 2005 to 90% in 2007 to 95% in 2009. The values vary between the three years may be due, in part, to the different participating organizations in the three surveys. From 2005 to 2009, values have been:

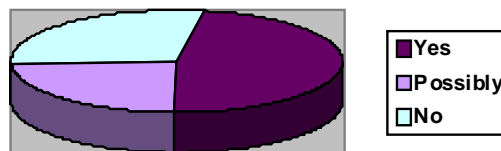
- 2004 - \$204,442,276.37
- 2006 - \$136,392,981.13
- 2008 - \$246,817,037

The largest endowment reported in the 2009 survey was over \$111 million; the smallest was \$10,000. No matter how large or small, earnings from endowments provide important annual support for nonprofit programs.

Six organizations from the 2009 survey offer donor-advised funds, a decrease compared to the nine organizations that offered them in 2007 and eight in 2005. However six organizations also reported that they do not offer donor-advised funds, but if a donor wished to make one, they would accept the gift.

The 39 participating organizations proved to be very interested in learning more about becoming active in planned giving, whether they had a structured program in place or not. Nineteen stated they were interested in a mentoring program to assist with their planned giving, nine said they would possibly be interested and 11 claimed no interest. Among these 11 nonprofits, several already had a well-established planned giving program. However, many organizations with successful planned giving programs were still interested in learning more.

**Organizations' Interest In Planned Giving Mentoring Program**



The information provided in this report should spur every nonprofit to strive for excellence in planned giving. By encouraging planned gifts, every nonprofit can benefit from the generosity of our community.

## APPENDIX A – 2009 Planned Giving Council Survey Letter



July 7, 2009

**Name, Organization  
Address**

Dear Mr./Ms.:

**Will you?**

Including your charity in a will is a great way to express a legacy of giving. Those of us who provide leadership for Quad City area non-profits know that a bequest in a will is usually the starting place for a “planned giving” program. Do you know how many of your supporters or stakeholders have planned a gift for your organization? And have you wondered how your non-profit compares to similar organizations in the Quad Cities?

The Quad City Planned Giving Council and the Quad City Leave a Legacy program would like to provide that information to you. But, first we need your cooperation in a survey we are conducting. The purpose of the survey is to collect reliable data on planned giving in the Quad City area. This is the third survey of planned giving in the Quad Cities and trends are beginning to emerge. We have retained a college intern to call a selected list of 60 local non-profits. You will be receiving a call from Laura Burns later next week. She will be scheduling a time to conduct a 10-15 minute survey with you or the person you designate to answer the enclosed questions. If you have questions about the survey, please contact Laura at 563-326-2840.

Your input is highly valued and we encourage you to make this survey a priority when you are contacted. The survey report will not identify non-profits by name, but will report aggregate data. The survey results will be shared with Quad City media, the participating non-profits, Quad City Estate Planning Council and members of the Rock Island and Scott county bar associations. Thank you for helping to make this survey a true reflection of the generosity of our community.

Sincerely,

Barb Melbourne  
Leave-a-Legacy Liaison

## APPENDIX B – 2009 Planned Giving Survey Questions \_\_\_\_\_

### Quad City Planned Giving Survey Questions

1. What is the mission of your organization?
2. What was the budget for your organization in 2008?
3. How many employees worked for your organization in 2008 (FTE's)?
4. Does your organization encourage planned gifts? How?
  - Does your gift envelope ask for planned gifts?
  - Do you include items in your newsletter that encourage planned gifts?
  - What types of planned gifts do you encourage?
    - Bequests?
    - Charitable Remainder or Lead Trusts?
    - Life Insurance Gifts?
    - Others?
  - Do you offer charitable gift annuities?
    - If yes, do you administer them in-house?
5. Do you have a person on your staff whose duties include planned giving?
  - Is this person a full time employee?
  - Is planned giving their only responsibility? How much of their time is devoted to planned giving?
6. How many planned gifts did your organization receive in either 2008, or in your most recent 12-month reporting period?
  - What was the total dollar amount of planned gifts received in 2008?
7. Do you track expectancies (planned gifts in place) such as a bequest from a person still living?
  - If yes, how many expectancies are known at this time?
  - If yes, what is the total dollar amount of these expectancies?
8. Does your organization have an endowment fund or a foundation?
  - If yes, what was the value of the fund or foundation at the end of 2008?
  - Of your endowed funds, what percentage is unrestricted (as opposed to restricted funds that are limited to a specific use at your organization)?
  - What percent of your annual budget comes from earnings on your endowment or from your foundation?
9. Do you offer donor-advised funds?
10. Would your organization have an interest in a planned giving mentoring program to assist with your planned giving program?

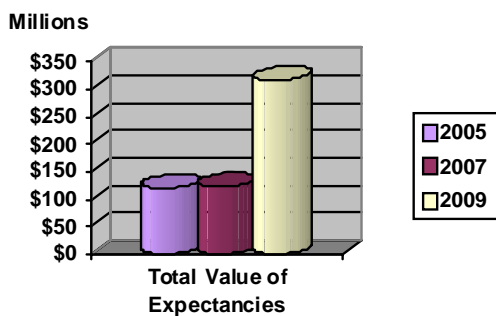
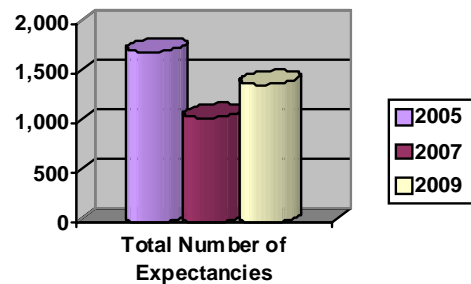
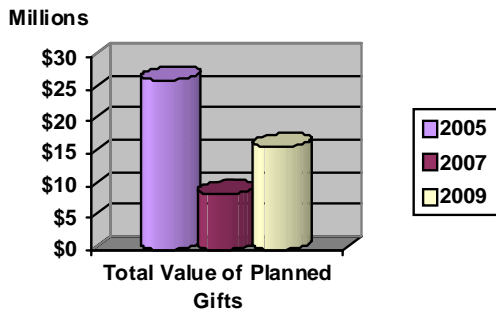
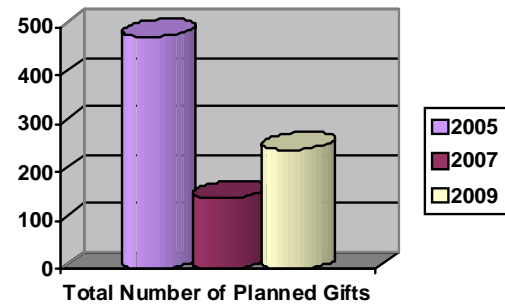
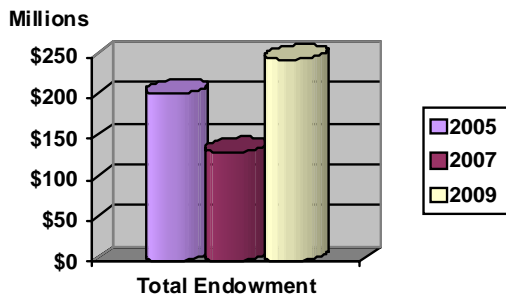
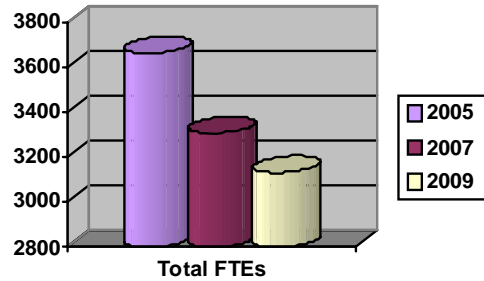
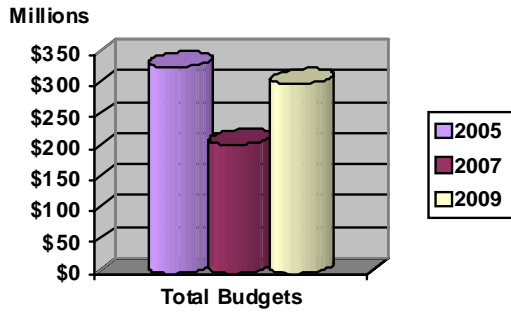
## **APPENDIX C – 2009 Planned Giving Survey Participating Organizations**

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AIDS Project Quad Cities  
Alternatives for the Older Adult  
American Cancer Society  
American Red Cross of the Quad Cities Area  
Arrowhead Ranch  
Augustana College  
Bethany for Children and Families  
Bix Beiderbecke Memorial Society  
Black Hawk College  
Boys and Girls Club of the Mississippi Valley  
Center for Active Seniors, Inc.  
Children's Therapy Center of the Quad Cities  
Christian Friendliness  
Churches United  
Community Foundation of the Great River Bend  
Community Health Care, Inc.  
Diocese of Davenport  
Edgerton Women's Health Center  
Family Museum of Arts and Science  
Figge Art Museum  
First Presbyterian Church, Davenport, Iowa  
Friendly House  
Habitat for Humanity  
Handicapped Development Center  
Humility of Mary Housing, Inc.  
Junior Achievement of the Heartland, Inc.  
Moline Public Library  
Palmer College of Chiropractic  
Putman Museum of History and Natural Science  
Quad City Arts  
Quad City Symphony  
The Salvation Army  
Scott County Family “Y”  
Skip-a-long Child Development Services  
St. Ambrose University  
Trinity Lutheran Church, Davenport, Iowa  
Two Rivers YMCA  
United Way of the Quad Cities Area, Inc.  
WVIK – Augustana Public Radio

## APPENDIX D – Planned Giving Council 2009 Survey Aggregate Charts

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## APPENDIX E – Planned Giving Survey 2009 Aggregate Results

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Number of Participants: 39 nonprofit organizations

Aggregate Data for all Organizations:

Budget in 2008: \$303,391,409

Number of FTEs: 3,132.5

Encourage Planned Giving: 31 of 39 (79%)

Number of Planned Gifts Received in 2008: 247

Value of Planned Gifts: \$16,066,073.75

Track Expectancies: 23 of 38 (59%)

Number of Expectancies: 1,396

Value of Expectancies (estimated value): \$316,771,525

Value of Endowment Fund or Foundation: \$246,817,037

	2005	2007	2009
Budget	\$330,338,798.99	\$206,697,484	\$303,391,409
# of FTEs	3,662	3,306.42	3,132.5
# encourage PG	22/49 (45%)	31/49 (63%)	31/39 (79%)
# PGs received	480	146	247
Value of PGs	\$26,467,110.36	\$8,714,118.39	\$16,066,073.75
Track Expectancies	18/49	20/49	23/38
# of Expectancies	1,718	1,085	1,396
\$ of Expectancies	\$120,203,000	\$122,858,832	\$316,771,525
\$ of Endowment	\$204,442,276.37	\$120,203,000	\$246,817,037