



Philanthropy from the Macro to the Micro: Lynn Trojahn, ltrojahn@accionnm.org

The nonprofit sector accounts for half of the U.S. colleges and hospitals, nearly two-thirds of all social service agencies, most civic associations and almost all symphony orchestras – nonprofits are BIG business!

How much Americans give – of the \$306 billion given in 2008 more by companies and foundations or individuals? Over 83% from individuals, 12% foundations, 5% corporations. Religious organizations receive \$88 billion (35.5%), educational institutions at 13.6% at \$30 billion, and health agencies 8.8% or \$20 billion.

How much given nationally after Tsunami – \$1.6 billion and Katrina and Rita -- \$2.7 billion.

How would you perceive the level of generosity in New Mexico? First some statistics, which point to some of the harsh realities in New Mexico:

Understanding New Mexico can be boiled down into a single number – 20. That's the number of percentage points the death rate in children ages 1 to 14 increased in New Mexico between 2000 and 2002.¹ It is the number of times predatory lenders can compound the interest on a loan in New Mexico because there are no usury laws on the books to stop them. It is the meager percentage of seventh graders in New Mexico public schools who were at or above proficiency in math during the 2004-2005 school year.² It is roughly the price of a full-tank of basic unleaded gas in New Mexico for a small sedan that low-income families struggle to afford. It is the distance a child living in rural New Mexico may have to travel to meet a bus for school. It is the percentage of New Mexican women struggling with poverty.³ It is the number of loans an ACCION loan officer can make in a single month with sufficient operational support and capital.

In the area of philanthropy, there is another 20 for New Mexico – a good 20. The Chronicle of Philanthropy, in its August 2004 edition, rated states according to generosity. In New Mexico our statistics for contributing are exemplary. New Mexico is in the top half of states that itemize deductions on their tax returns. New Mexico ranks among the top 25 among generous states in the United States at #23, over Arizona, California, New York, and Colorado.

United Way level of support locally – outstanding in media and corporate support -- media donation program started here and Corporate Cornerstone program. Intel New Mexico is the leader in its United Way campaign nationally providing a model of support. This year's goal was to raise \$2.5 million for its 25th anniversary and Intel raised \$2.8 million. Eighteen percent increase in giving – highest in any United Way in the country.

Albuquerque Journal – How New Mexico donors measure up: According to Giving USA's 2004 statistics:

Corporate – locally, up 9%; nationally, down 4.2%

Individual – locally, up 16.7%; nationally, up 2.5%

Donations for last eight years – locally, up 112% for that time period; nationally, up 5.6%

Real generosity toward the future lies in giving all to the present – Albert Camus, The Rebel

¹ *Albuquerque Journal*, July 28, 2005.

² Results of the 2004-2005 "New Mexico Standards Based Assessment" released by the New Mexico Public Education Department, August 18, 2005.

³ Institute for Women's Policy Research, 2005.