

# *2015 Community Survey*





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Throughout this report, responses from survey respondents are displayed in italic. All of the responses are presented exactly as submitted and have not been edited to allow you to reach your own conclusion as to the meaning and intent of the survey respondent.

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The Kalamazoo Community Foundation 2015 Community Survey was completed by 400 Kalamazoo County residents in March 2015.

**Kalamazoo County.** The top three things respondents liked about living in Kalamazoo County that they would not want to lose were: county has lots to offer, schools, and convenience. The three most significant social issues facing residents of Kalamazoo County according to survey respondents are: poverty, homelessness, and employment. When asked what they would consider to be one of the greatest strengths of the community, the most commonly mentioned strengths were: diversity, education, people, Kalamazoo Promise, and schools.



When asked to name the three most significant social issues facing residents of Kalamazoo County, respondents named: poverty, homelessness, and employment. Over one-third of all respondents were unable to name two significant social issues facing residents of Kalamazoo County, and nearly two-thirds were unable to name three issues. Kalamazoo Community Foundation should recognize that many people are not aware of the significant social issues facing Kalamazoo County residents and that informing the community about significant social issues may be necessary to gain community support to address those issues.

**Kalamazoo Community Foundation.** Half of the respondents indicated they had not heard of Kalamazoo Community Foundation, while nearly half indicated they had heard of Kalamazoo Community Foundation. For the respondents who indicated they had heard of Kalamazoo Community Foundation, the most common ways they had seen or heard of Kalamazoo Community Foundation in the past year were: friends/family/neighbors, newspaper, and meetings/events. The most common words used by respondents to describe Kalamazoo Community Foundation were: community, giving, and helpful/helping.

Almost three-fourths of respondents indicated they had either an excellent or good overall opinion of Kalamazoo Community Foundation. Two-thirds of respondents indicated they either strongly agreed or agreed that Kalamazoo Community Foundation is creating a community where every person can reach full potential. Two-thirds of respondents indicated they either strongly agreed or agreed Kalamazoo Community Foundation distributes resources throughout Kalamazoo County. Just over half of all respondents indicated they either strongly agreed or agreed Kalamazoo Community Foundation serves all communities within Kalamazoo County.

The respondents who had heard of Kalamazoo Community Foundation were also asked what issues or programs they thought Kalamazoo Community Foundation should address or support and the top issues/programs named included: education, homelessness, and poverty.

The respondents who had heard of Kalamazoo Community Foundation were asked what they would pay the most attention to, if Kalamazoo Community Foundation wanted to provide them with general information about their organization and services. Nearly one-third of respondents indicated they would pay the most attention to a mailing, followed by e-mail, and Web site.

Nearly half of all respondents (43.0%) had heard of Kalamazoo Community Foundation. When these respondents were asked what words come to mind when they think of Kalamazoo Community Foundation, 127 words or phrases were named. Kalamazoo Community Foundation should determine what perception they want the community to have, and then communicate to community members and donors the information needed to understand the purpose of Kalamazoo Community Foundation.

Kalamazoo Community Foundation has a favorable overall opinion among respondents who had heard of the foundation, although one out of every four respondents who had heard of Kalamazoo Community Foundation was unsure of their overall opinion of the foundation. A favorable overall opinion is a good indicator of how donors and the community feel about other aspects of the organization, such as trust and effectiveness. Kalamazoo Community Foundation can improve their overall opinion by increasing awareness of the purpose, issues, and accomplishments of the foundation.

**Charitable Giving.** Over three-fourths of respondents indicated they, or someone in their household, had donated to a charitable organization in the past year. The respondents who indicated they, or someone in their household, had donated to a charitable organization in the past year were asked to what types of charitable organizations they had donated. The top responses were: human services, religious organization, and health organization. Over one-third of respondents indicated they gave less than \$500 to charitable organizations in the past year, while fourteen percent of respondents indicated they gave more than \$2,000.

Over one-third of respondents indicated they preferred contributing to an organization which uses funds immediately, while sixteen percent indicated they preferred contributing to an organization with an endowment to address needs now and into the future. Over one-third of respondents indicated they make charitable contributions to organizations with whom they have a personal relationship, while eleven percent indicated they usually only make charitable contributions at an event, and eleven percent make charitable contributions only when solicited.

Just over five percent of respondents indicated they donated to Kalamazoo Community Foundation in the past year, while sixteen percent indicated they donated over a year ago.

Nearly half of all respondents indicated they had volunteered at a charitable organization in the past year, while just over half had not volunteered for a charitable organization in the past year. The respondents who indicated they had volunteered for a charitable organization in the past year were asked for what types of charitable organizations they volunteered. The two most popular answers were religious organization and human services.

Nearly two-thirds of respondents indicated they did not currently have a will, trust, or estate plan, or were unsure. Of the respondents who indicated they had a will, trust, or estate plan, nearly three-fourths indicated their will, trust, or estate plan did not include a gift to charitable organizations, while five percent were unsure.

Over three-fourths of all respondents had financially supported a local charitable organization in the past year, with the highest percentages supporting human services, religious organizations, and health organizations. Over one-third of the respondents indicated they supported organizations with whom they had a personal relationship. Kalamazoo Community Foundation should be providing community members with a variety of opportunities to develop a personal relationship with the foundation that will lead to financial support.

Just over one-third of all respondents said they had a will, trust, or estate plan, with the percentage of respondents with a will, trust, or estate plan increasing with the age of the respondent. Only 21.1% of the respondents with a will, trust, or estate plan said their will, trust, or estate plan included a gift to charitable organizations. Kalamazoo Community Foundation may want to explore methods to get people who already have wills, trusts, or estate plans to consider adding a contribution to a charitable organization.

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**Recommendation:**



When asked to name the three most significant social issues facing residents of Kalamazoo County, respondents named: poverty, homelessness, and employment. Over one-third of all respondents were unable to name two significant social issues facing residents of Kalamazoo County, and nearly two-thirds were unable to name three issues. Kalamazoo Community Foundation should recognize that many people are not aware of the significant social issues facing Kalamazoo County residents and that informing the community about significant social issues may be necessary to gain community support to address those issues.

**Importance:** Donors support issues and must be aware of the issues before they can support them. Most donors have little to no first-hand knowledge of the issues facing their community, and are reliant on the local media and experiences of their friends, co-workers, and people they know to inform them. Perceptions of the issues facing a community can be strongly influenced by recent events and media coverage. Issues like methamphetamine (meth) or foreclosures tend to be well-covered and publicized, while other issues like suicide or illiteracy receive little or no coverage, although they may be just as prevalent in the community.

Understanding the level of issue awareness in the community is essential to be able to effectively address the issue and engage donors. Community foundations should choose the issue or issues they feel should be addressed, but be mindful that the community may not have the appropriate level of awareness to participate in addressing the issue.

All 400 respondents were asked what three things they liked about living in Kalamazoo County that they would not want to lose. The three most common responses were: county has lots to offer (21.8%), schools (21.8%), and convenience (16.0%). Twelve percent of respondents (12.3%) were unsure. The chart totals more than 100%, as respondents could give more than one response.

### Three Things About Kalamazoo

	2015	2012
<b>County has lots to offer</b>	<b>21.8%</b>	<b>10.3%</b>
<b>Schools</b>	<b>21.8%</b>	<b>20.8%</b>
<b>Convenience</b>	<b>16.0%</b>	<b>16.5%</b>
Size/Small town	11.8%	21.3%
Jobs	11.5%	7.8%
Lived there a long time	10.8%	12.8%
Family	8.8%	13.5%
Shopping	8.3%	10.5%
Quality of neighborhood	8.0%	13.3%
Diversity of population	6.3%	8.5%
County is improving	3.8%	4.8%
Other	25.3%	31.0%
Unsure	12.3%	30.0%

Question 1: What are three things you like about living in Kalamazoo County that you would not want to lose?

One-fourth of respondents (25.3%) indicated responses not listed in the chart. Respondents could give more than one response, which included:

**Accommodations**

- Hospitals (2 respondents)
- Medical (2 respondents)
- Transportation (2 respondents)
- Animal services (1 respondents)
- Buses
- Emergency services
- Public services for disabilities
- Public transportation
- Senior services
- Transit
- Trash service

**Arts/Culture**

- Arts (8 respondents)
- Culture (3 respondents)
- Alamo Draft House (2 respondents)
- Food (2 respondents)
- Restaurants (2 respondents)
- Art center
- Art Hop
- Art museum
- Arts community
- Breweries
- Coffee shops
- Craft brew scene
- KIA
- Museums
- Theatre
- Young people

**Entertainment/Events**

- Entertainment (5 respondents)
- Activities (2 respondents)
- Festivals (2 respondents)
- Music (2 respondents)
- Night life (2 respondents)
- Bars
- Baseball team
- Clubs
- Concerts
- Disk golf
- Doo-Dah parade
- Orchestra
- Social events
- Sports
- Sports teams

**Environment**

- Weather (6 respondents)
- Downtown (4 respondents)
- Friendly (3 respondents)
- Lakes (3 respondents)
- Living (2 respondents)
- Peaceful (2 respondents)
- Safe (2 respondents)
- Summer (2 respondents)
- Accepting
- Architecture
- Clean
- Environment
- Four seasons
- Historic
- Low crime
- Nice summer
- Overall atmosphere and sense of community
- Quiet
- Quiet; not a lot of traffic
- Safe neighborhood
- Seasons

**Location/Size**

- Location (3 respondents)
- Close to everything
- Close to home
- Close to other venue
- Close to work
- Location from between Chicago and Detroit
- Open space
- Rural; urban

**Nature/Parks**

- Parks (18 respondents)
- Trails (4 respondents)
- Nature trails (2 respondents)
- Biking trails
- Good scenery
- Lake Michigan
- Natural beauty
- Natural resources
- Nature center
- Nature; wild-life
- Parks are clean
- Pretty
- Scenery
- Trees
- Water

**Religious/Charitable**

Church (6 respondents)  
Churches  
March of Dimes  
Relay for Life  
Volunteer opportunities  
Zapata memorial

**Schooling/Programs**

Kalamazoo Promise (16 respondents)  
Library (3 respondents)  
Activities for children  
Colleges  
Community activities  
Portage District Library  
Portage schools close distance  
Social activities

**Miscellaneous**

Nothing (7 respondents)  
People (6 respondents)  
Everything (4 respondents)  
Friends (3 respondents)  
Community (2 respondents)  
Cost of living (2 respondents)  
Community involvement  
Decent  
Females  
Leadership  
Local support  
Love Galesburg; down-to-earth people  
Low taxes  
Lower tax  
Many things  
My house  
Nice place to be  
No city tax  
People; it's my home  
Safety net  
Think it's a wonderful place  
Values  
Walking  
Want to leave

The 400 respondents were then asked what they thought were the three most significant social issues facing residents of Kalamazoo County. The top three responses included: poverty (24.6%), homelessness (20.8%), and employment (16.1%). The same top three issues were named in 2012, although they were in a different order. The Total % column equals more than 100%, as it includes the combined percentages for all three issues.

### Top Social Issues

	Total %		Top Issue		Second Issue		Third Issue	
	2015	2012	2015	2012	2015	2012	2015	2012
<b>Poverty</b>	<b>24.6%</b>	<b>24.0%</b>	<b>13.0%</b>	<b>11.0%</b>	<b>8.8%</b>	<b>7.0%</b>	<b>2.8%</b>	<b>6.0%</b>
<b>Homelessness</b>	<b>20.8%</b>	<b>18.9%</b>	<b>11.8%</b>	<b>9.8%</b>	<b>6.5%</b>	<b>5.3%</b>	<b>2.5%</b>	<b>3.8%</b>
<b>Employment</b>	<b>16.1%</b>	<b>26.1%</b>	<b>9.5%</b>	<b>16.0%</b>	<b>3.3%</b>	<b>7.8%</b>	<b>3.3%</b>	<b>2.3%</b>
Race relations	15.8%	0.0%	7.5%	0.0%	5.0%	0.0%	3.3%	0.0%
Crime	14.8%	11.6%	8.5%	4.8%	4.0%	4.3%	2.3%	2.5%
Violence/Rape	9.1%	1.6%	2.5%	1.0%	4.8%	0.3%	1.8%	0.3%
School issues (not truancy or grad rates)	8.1%	7.1%	3.8%	1.0%	2.5%	3.3%	1.8%	2.8%
Substance abuse	5.3%	4.6%	1.0%	2.3%	2.8%	1.3%	1.5%	1.0%
Transportation	5.1%	1.3%	1.8%	0.3%	2.0%	1.0%	1.3%	0.0%
Housing	4.3%	10.1%	1.5%	4.0%	1.5%	4.3%	1.3%	1.8%
Mental health	4.1%	0.9%	1.3%	0.3%	1.5%	0.3%	1.3%	0.3%
Health care	3.6%	8.0%	0.5%	3.0%	2.3%	3.0%	0.8%	2.0%
Youth concerns	3.3%	3.5%	1.5%	1.5%	1.3%	1.0%	0.5%	1.0%
Hunger	3.1%	1.0%	0.5%	0.0%	1.3%	0.5%	1.3%	0.5%
Child care	2.4%	1.6%	0.3%	0.3%	1.3%	0.3%	0.8%	1.0%
Child abuse/neglect	1.8%	2.4%	0.3%	1.3%	0.5%	0.8%	1.0%	0.3%
Early childhood education	1.6%	0.6%	0.8%	0.3%	0.5%	0.0%	0.3%	0.3%
Graduation rates	0.8%	4.9%	0.0%	1.3%	0.5%	2.8%	0.3%	0.8%
Teen pregnancy	0.8%	4.6%	0.3%	1.8%	0.5%	1.3%	0.0%	1.5%
Senior citizen concerns	0.5%	4.1%	0.0%	0.8%	0.5%	1.5%	0.0%	1.8%
Other			16.3%	10.8%	14.0%	7.8%	12.0%	3.0%
Unsure			17.5%	29.0%	35.0%	46.8%	60.5%	67.5%

Questions 2-4: What do you think are the three most significant social issues facing residents of Kalamazoo County?

Sixteen percent of respondents (16.3%) indicated responses for the top social issue that are not listed in the chart. Responses included:

Roads (10 respondents)  
Taxes (8 respondents)  
Communication (2 respondents)  
Education (2 respondents)  
High taxes (2 respondents)  
There are no issues (2 respondents)  
Abortion  
Class  
Communication among adults and children  
Don't care, want out ASAP  
Downtown problems; crime  
Economic diversity  
Economy  
Educator salary  
Funding for schools  
Gangs  
Gay marriage  
Government overreach  
Gun control  
Have not lived here long  
Homebound persons  
Inability to compromise  
Income equality  
Infant mortality  
Infrastructure  
Lack of cooperation  
Lack of diversity  
Liberal government  
More funding for afterschool outreach programs  
Need more support groups  
Neighborhood violence  
Not enough people helping others  
Parenting  
Parking  
Prices  
Property taxes  
Republicans  
Rude people  
Safety  
Segregation; social resources  
Social-economic disparity  
Suicide prevention  
Technology  
Texting  
Watershed

There were no demographic categories with a significantly higher or lower percentage of respondents who were unsure of the most significant social issue facing residents of Kalamazoo County.

Fourteen percent of respondents (14.0%) indicated responses for the second most important social issue that are not listed in the chart. Responses included:

- |   |  |
|---|--|
| <i>Roads (12 respondents)</i>                   | <i>Legal marijuana</i>   |
| <i>Taxes (4 respondents)</i>                    | <i>No industry anymore</i>                                     |
| <i>Churches (2 respondents)</i>                 | <i>Noise</i>   |
| <i>Education (2 respondents)</i>                | <i>North and south side segregation</i>                        |
| <i>Abortion</i>                                 | <i>Not enough recreational activities for college students</i> |
| <i>Bigotry</i>                                  | <i>People getting along</i>                                    |
| <i>Budgeting money; don't know about credit</i> | <i>Person for workers</i>                                      |
| <i>Disabilities</i>                             | <i>Police officers</i>   |
| <i>Drugs</i>                                    | <i>Political</i>   |
| <i>Economic development</i>                     | <i>Prenatal care</i>   |
| <i>Economic equality</i>                        | <i>Property taxes</i>  |
| <i>Education disparity</i>                      | <i>Quality of housing</i>                                      |
| <i>Environment</i>                              | <i>Racial</i>  |
| <i>Event diversity</i>                          | <i>Security; terrorism</i>                                     |
| <i>Helping others</i>                           | <i>Uninsured people</i>  |
| <i>High taxes</i>                               | <i>Urban blight</i>  |
| <i>Income inequality</i>                        | <i>Water quality</i>   |
| <i>Kalamazoo Police Department</i>              | <i>Weather-related car accidents</i>                           |
| <i>Kalamazoo Promise; further city limit</i>    | <i>Youth guidance</i>  |
| <i>Kindness</i>                                 |  |
| <i>Law enforcement interaction</i>              |  |

Twelve percent of respondents (12.0%) indicated responses for the third most important social issue that are not listed in the chart. Responses included:

- |  |   |
|--|---|
| <i>Roads (4 respondents)</i>                   | <i>Lack of concerts</i>                         |
| <i>Government (3 respondents)</i>              | <i>Lack of education</i>                        |
| <i>Politics (2 respondents)</i>                | <i>Lawlessness</i>                              |
| <i>Abortion</i>                                | <i>Local government</i>                         |
| <i>Age gap relations</i>                       | <i>No walkability</i>                           |
| <i>Big business</i>                            | <i>Not paying taxes</i>                         |
| <i>Commercial properties</i>                   | <i>Overall development of community</i>         |
| <i>Community engagement</i>                    | <i>Oversized</i>                                |
| <i>Cost of living</i>                          | <i>Pay it forward to neighbors</i>              |
| <i>Drug prohibition</i>                        | <i>Police ignorance</i>                         |
| <i>Drugs</i>                                   | <i>Political cooperation</i>                    |
| <i>Economic/Racial segregation</i>             | <i>School funding</i>                           |
| <i>Education</i>                               | <i>School millages</i>                          |
| <i>Education cost</i>                          | <i>Snow removal</i>                             |
| <i>GLBT (gay, lesbians)</i>                    | <i>Spiritual issues</i>                         |
| <i>Gun control</i>                             | <i>Taxes</i>                                    |
| <i>Homeless shelters</i>                       | <i>Teachers need to invest time in students</i> |
| <i>Inequality of educational opportunities</i> | <i>Too many nonprofits</i>                      |
| <i>Information</i>                             | <i>Traditional</i>                              |
| <i>Infrastructure</i>                          | <i>Wage</i>                                     |
| <i>Jobs/Economy</i>                            | <i>Winter</i>                                   |

The 172 respondents who indicated they had heard of Kalamazoo Community Foundation were told “The Kalamazoo Community Foundation is changing how it works. They will be dedicated to transforming the community by building on the strengths of the community.” They were then asked what they would consider to be one of the greatest strengths of the community (Question 21). Thirty respondents (17.4%) did not name a strength, while **the most commonly mentioned strengths were: diversity, education, people, Kalamazoo Promise, and schools.** Respondents could name more than one strength, which included:

*Diversity (18 respondents)*  
*Education (10 respondents)*  
*People (6 respondents)*  
*Kalamazoo Promise (5 respondents)*  
*Schools (5 respondents)*  
*Coming together (4 respondents)*  
*Sense of community (4 respondents)*  
*Universities (4 respondents)*  
*College (3 respondents)*  
*Medical facilities (3 respondents)*  
*Arts (2 respondents)*  
*Businesses (2 respondents)*  
*Church (2 respondents)*  
*Entrepreneurship (2 respondents)*  
*Festivals (2 respondents)*  
*Police (2 respondents)*  
*Youth (2 respondents)*  
*A lot of charity minded people*  
*A lot of diverse resources*  
*A lot of nonprofits*  
*Ability to support and sustain community organizations*  
*Activists*  
*Big city that feels like a small town*  
*Businesses are wise*  
*Caring*  
*Caring people*  
*Centrally located city*  
*Churches coming together*  
*Close-knit*  
*Coming together to support causes if agree*  
*Commitment to culture*  
*Core of generous donations (high-end people)*  
*Culture and art fairs*  
*Diversity of industry*  
*Donors*  
*Economic*  
*Educated workforce*  
*Education opportunities*  
*Education places for kids*  
*Educational institution*  
*Educational system*  
*Employment diversity*  
*Everything*  
*Family*  
*Financial support*  
*Food pantry*

**Strengths - Continued**

Fundraisers  
General good people  
Generosity of residents  
Generous people  
Generous philanthropic people  
Giving community  
Giving people  
Good people  
Good school systems  
Good size but not too big  
Great hospital facility  
Healthcare  
Helping others  
Higher education  
High-tech companies  
Historical figures (Stryker)  
Hometown atmosphere  
Hospitals  
How people look out for each other  
IBA curriculum  
Inherent wealth in community  
Involved affluent in education  
Job growth  
Kalamazoo Community Foundation  
Kalamazoo mall  
Kindness of people in it  
KVCC  
Large neighborhood  
Local pride and support  
Location  
Lots of volunteers  
Major company  
Medical community  
Midwest culture  
More progressive  
Moving  
Nature  
Number of people who volunteer  
Opportunity  
Organizations and foundations  
Organizations working together  
Outdoors  
Parades and fair  
People are charitable  
People who donate  
Positive attitudes  
Pride of the people in the community  
Public safety  
Pulls together when it needs to  
Resources for homeless  
Revenue base  
Size is ideal  
Size; not too big could make a difference

**Strengths - Continued**

*Skilled workforce*

*Small size*

*Small town*

*Small town roots*

*So much variety*

*Stable unemployment rate*

*Strong knowledge base*

*Strong people*

*Support*

*Support for arts*

*Taking care of each other*

*The amount of art and entertainment*

*The organization working for social issues*

*The support of the counties' residents*

*Unity*

*Very giving*

*Vibrant economy*

*Volunteer opportunities*

*Well educated arts*

*Work*

*Working together*

*Youth initiatives*

**Recommendations:**

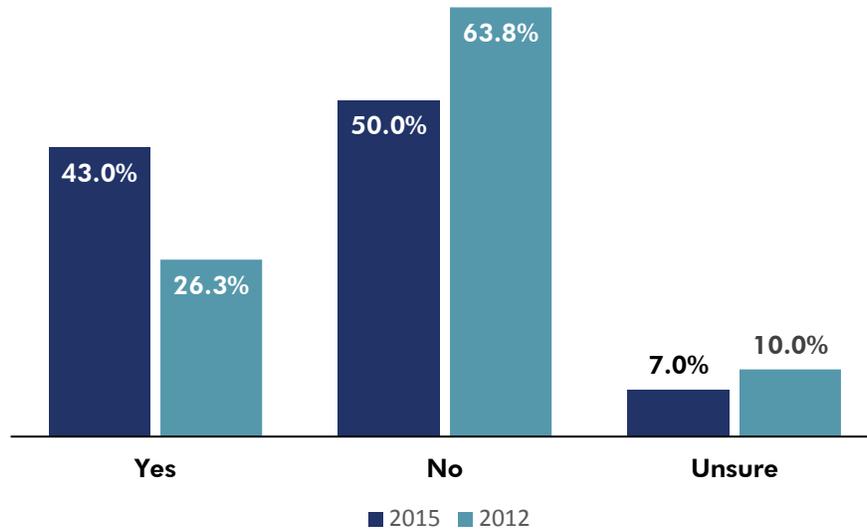
- Nearly half of all respondents (43.0%) had heard of Kalamazoo Community Foundation. When these respondents were asked what words come to mind when they think of Kalamazoo Community Foundation, 127 words or phrases were named. Kalamazoo Community Foundation should determine what perception they want the community to have, and then communicate to community members and donors the information needed to understand the purpose of Kalamazoo Community Foundation.
- Kalamazoo Community Foundation has a favorable overall opinion among respondents who had heard of the foundation, although one out of every four respondents who had heard of Kalamazoo Community Foundation was unsure of their overall opinion of the foundation. A favorable overall opinion is a good indicator of how donors and the community feel about other aspects of the organization, such as trust and effectiveness. Kalamazoo Community Foundation can improve their overall opinion by increasing awareness of the purpose, issues, and accomplishments of the foundation.

**Importance:** Understanding the awareness and perception of a community foundation is the first step to developing efficient and effective marketing and communication efforts. Increasing awareness of a community foundation is most effective when that awareness includes an accurate understanding of the role and purpose of the community foundation. If community members are aware of a community foundation, but do not understand what it does, or think it does things it does not, then addressing the perception of the community foundation becomes a higher priority than increasing awareness.

The overall opinion of a community foundation is an important measure of how well the community foundation will attract donors, and the likelihood that existing donors will contribute again or increase their contributions. Understanding why people have a “fair” or “poor” overall opinion is essential to improving the perception and support of a community foundation.

All 400 respondents were asked if they had heard of Kalamazoo Community Foundation. **Half of the respondents (50.0%) indicated they had not heard of Kalamazoo Community Foundation, while nearly half (43.0%) indicated they had heard of Kalamazoo Community Foundation.** The remaining respondents (7.0%) were unsure if they had heard of Kalamazoo Community Foundation.

### Heard of Kalamazoo Community Foundation



Question 13: Have you heard of Kalamazoo Community Foundation?

Demographic categories with a significantly higher percentage of respondents who had not heard of Kalamazoo Community Foundation include: age 18-24 (76.5%), African-American/black (62.7%), high school graduate (66.7%), some college (60.8%), and household income under \$25,000 (71.2%).

Demographic categories with a significantly lower percentage of respondents who had not heard of Kalamazoo Community Foundation include: age 45-54 (32.4%), age 55-64 (36.4%), postgraduate training (25.6%), household income \$75,000 to \$99,999 (35.5%), and household income \$100,000 to \$124,999 (30.8%).

The percentage of 2015 respondents who indicated they had heard of Kalamazoo Community Foundation (43.0%) is higher than the percentage of 2012 respondents (26.3%) and the difference is statistically significant.

The 172 respondents who indicated they had heard of Kalamazoo Community Foundation were asked where they had seen or heard of Kalamazoo Community Foundation in the past year. The top three responses were: friends/family/neighbors (28.4%), newspaper (21.3%), and meetings/events (13.6%). These are the same top three responses as in 2012, although the order is different. Seven percent of respondents (7.7%) indicated they were unsure, which is down from 13.3% who were unsure in 2012. The chart totals more than 100%, as respondents could give more than one response.

### Where Seen or Heard in Past Year

	2015	2012
<b>Friends/Family/Neighbors</b>	<b>28.4%</b>	<b>18.1%</b>
<b>Newspaper</b>	<b>21.3%</b>	<b>31.4%</b>
<b>Meetings/Events</b>	<b>13.6%</b>	<b>7.6%</b>
Billboards	5.9%	4.8%
Do not recall seeing/hearing about it	5.9%	1.0%
Bach Festival	3.6%	0.0%
Web site	3.6%	3.8%
Lori Moore Show (CW7)	3.0%	N/A
WMUK 102.1 FM	3.0%	2.9%
Social media (Facebook, Twitter, LinkedIn)	2.4%	3.8%
Encore Magazine	1.2%	0.0%
Annual Report	0.6%	1.0%
Other	33.1%	32.4%
Unsure	7.7%	13.3%

Question 14: In the past year, where have you seen or heard of Kalamazoo Community Foundation?

Fifty-seven respondents (33.1%) indicated other responses for where they had seen or heard of Kalamazoo Community Foundation in the past year, which are not listed in the chart. Respondents could give more than one response, which included:

*Work (8 respondents)*  
*Western Michigan University (4 respondents)*  
*Scholarships (3 respondents)*  
*Board of Directors (2 respondents)*  
*Donor (2 respondents)*  
*Everywhere (2 respondents)*  
*News (2 respondents)*  
*School (2 respondents)*  
*Signs (2 respondents)*  
*Television (2 respondents)*  
*United Way (2 respondents)*  
*Annual meetings*  
*Art Hop*  
*At the building*  
*Breakfast*  
*Bronson*  
*Calendar*  
*Church*  
*College campus*  
*Flyers*  
*Fundraisers*  
*Give money to charitable organizations*  
*Know people on the board*  
*Lending hand*  
*Mail*  
*Miller Davis Construction*  
*Newsletter*  
*Niece is instructor*  
*On campus*  
*Posters*  
*Pretty Lake Vacation Camp*  
*Radio*  
*Scholarship letters*  
*South County Community Services*  
*Sponsor*  
*Surveys*  
*Used to be in contact with them through other organizations in the past*  
*Word-of-mouth*

There were no demographic categories with a significantly higher or lower percentage of respondents who had seen or heard of Kalamazoo Community Foundation from their friends/family/neighbors in the past year.



The 172 respondents who had heard of Kalamazoo Community Foundation were asked what their overall opinion was of Kalamazoo Community Foundation. **Almost three-fourths of respondents (69.0%) indicated they had either an excellent or good overall opinion of Kalamazoo Community Foundation.** Over one-fourth of respondents (26.3%) indicated they were unsure of their overall opinion. Seven respondents (4.1%) indicated their overall opinion of Kalamazoo Community Foundation was fair and listed the following reasons why: *doesn't know much about them (2 respondents), because of what they do, for profit, it could be better, spends money to fund Lori Moore Show, and they donate to different organizations.* One respondent (0.6%) indicated their overall opinion of Kalamazoo Community Foundation was poor for the following reason: *because they are pro-abortion and homosexuality.*

### **Overall Opinion of Kalamazoo Community Foundation**

	2015	2012
<b>Excellent</b>	<b>26.3%</b>	<b>22.9%</b>
<b>Good</b>	<b>42.7%</b>	<b>49.5%</b>
Fair	4.1%	4.8%
Poor	0.6%	0.0%
Unsure	26.3%	22.9%

Question 16: What is your overall opinion of Kalamazoo Community Foundation?

Demographic categories with a significantly higher percentage of respondents who rated their overall opinion of Kalamazoo Community Foundation as good include: age 45-54 (54.5%).

Demographic categories with a significantly lower percentage of respondents who rated their overall opinion of Kalamazoo Community Foundation as good include: age 55-64 (30.6%) and postgraduate training (29.0%).

There was a moderate correlation among respondents between their overall opinion of Kalamazoo Community Foundation and their agreement with the following statements about Kalamazoo Community Foundation:

- Kalamazoo Community Foundation distributes resources throughout Kalamazoo County
- Kalamazoo Community Foundation serves all communities within Kalamazoo County

The more respondents had a positive overall opinion of Kalamazoo Community Foundation, the more likely they were to agree with the above statements.

The percentage of 2015 respondents who rated their overall opinion of Kalamazoo Community Foundation as excellent or good (69.0%) is lower than the percentage of 2012 respondents (72.4%), but the difference is not statistically significant.

The 172 respondents who had heard of Kalamazoo Community Foundation were asked to indicate whether they strongly disagreed, disagreed, neither agreed nor disagreed, agreed, or strongly agreed with the statement, **“Kalamazoo Community Foundation is creating a community where every person can reach full potential.”** **Two-thirds of respondents (68.1%) indicated they either strongly agreed or agreed with the statement.** Eight percent of respondents (8.7%) indicated they neither agreed nor disagreed with the statement. One-fifth of respondents (20.3%) indicated they were unsure. This question was not asked in 2012.

Three respondents (1.7%) indicated they disagreed with the statement for the following reasons: *don't think it is possible, people reach full potential on their own, and persistent economic/racial segregation.* Two respondents (1.2%) strongly disagreed with the statement, but did not provide any reasons for doing so.

### Where Every Person Can Reach Full Potential

	2015
<b>Strongly agree</b>	<b>10.5%</b>
<b>Agree</b>	<b>57.6%</b>
Neither agree nor disagree	8.7%
Disagree	10.7%
Strongly disagree	1.2%
Unsure	20.3%

Question 17: Kalamazoo Community Foundation is creating a community where every person can reach full potential

There were no demographic categories with a significantly higher or lower percentage of respondents who agreed with the statement “Kalamazoo Community Foundation is creating a community where every person can reach full potential.”

There was a moderate correlation among respondents between their agreement with the statement, “Kalamazoo Community Foundation is creating a community where every person can reach full potential,” and their agreement with the following statements about Kalamazoo Community Foundation:

- Kalamazoo Community Foundation distributes resources throughout Kalamazoo County
- Kalamazoo Community Foundation serves all communities within Kalamazoo County

The more respondents agreed with the statement “Kalamazoo Community Foundation is creating a community where every person can reach full potential,” the more likely they were to agree with the above statements.

The 172 respondents who had heard of Kalamazoo Community Foundation were asked to indicate whether they strongly disagreed, disagreed, neither agreed nor disagreed, agreed, or strongly agreed with the statement, **“Kalamazoo Community Foundation distributes resources throughout Kalamazoo County.”** **Two-thirds of respondents (65.7%) indicated they either strongly agreed or agreed with the statement.** Four percent of respondents (4.7%) indicated they neither agreed nor disagreed with the statement. One-fourth of respondents (27.9%) indicated they were unsure.

Two respondents (1.2%) indicated they disagreed with the statement for the following reasons: *never seen it in my town and unsure*. One respondent (0.6%) strongly disagreed with the statement for the following reason: *because of spending money on Lori Moore rather than other concerns*.

### **Distributes Resources Throughout Kalamazoo County**

	2015	2012
<b>Strongly agree</b>	<b>12.2%</b>	<b>17.1%</b>
<b>Agree</b>	<b>53.5%</b>	<b>58.1%</b>
Neither agree nor disagree	4.7%	3.8%
Disagree	1.2%	0.0%
Strongly disagree	0.6%	0.0%
Unsure	27.9%	21.0%

Question 18: Kalamazoo Community Foundation distributes resources throughout Kalamazoo County

There were no demographic categories with a significantly higher percentage of respondents who agreed with the statement “Kalamazoo Community Foundation distributes resources throughout Kalamazoo County.”

Demographic categories with a significantly lower percentage of respondents who agreed with the statement “Kalamazoo Community Foundation distributes resources throughout Kalamazoo County” include: age 65 and over (42.3%).

There was a moderate correlation among respondents between their agreement with the statement, "Kalamazoo Community Foundation distributes resources throughout Kalamazoo County," and their agreement with the following statements about Kalamazoo Community Foundation:

- Positive overall opinion of Kalamazoo Community Foundation
- Kalamazoo Community Foundation is creating a community where every person can reach full potential
- Kalamazoo Community Foundation serves all communities within Kalamazoo County

The more respondents agreed with the statement "Kalamazoo Community Foundation distributes resources throughout Kalamazoo County," the more likely they were to agree with the above statements.

The percentage of 2015 respondents who agreed or strongly agreed with the statement "Kalamazoo Community Foundation distributes resources throughout Kalamazoo County" (65.7%) is lower than the percentage of 2012 respondents (75.2%) and the difference is statistically significant.

The 172 respondents who had heard of Kalamazoo Community Foundation were asked to indicate whether they strongly disagreed, disagreed, neither agreed nor disagreed, agreed, or strongly agreed with the statement, **“Kalamazoo Community Foundation serves all communities within Kalamazoo County.”** **Just over half of all respondents (52.3%) indicated they either strongly agreed or agreed with the statement.** Seven percent of respondents (7.6%) indicated they neither agreed nor disagreed with the statement. Over one-third of respondents (37.2%) indicated they were unsure.

Five respondents (2.9%) indicated they disagreed with the statement and were asked to indicate why. Their responses included: *never seen it in my neighborhood, not in rural areas, not very likely, pet projects driven by benefactor, and you can't because it is impossible.*

**Serves All Communities Within Kalamazoo County**

	2015	2012
<b>Strongly agree</b>	<b>5.2%</b>	<b>7.6%</b>
<b>Agree</b>	<b>47.1%</b>	<b>57.1%</b>
Neither agree nor disagree	7.6%	3.8%
Disagree	2.9%	6.7%
Strongly disagree	0.0%	0.0%
Unsure	37.2%	24.8%

Question 19: Kalamazoo Community Foundation serves all communities within Kalamazoo County

Demographic categories with a significantly higher percentage of respondents who agreed with the statement “Kalamazoo Community Foundation serves all communities within Kalamazoo County” include: age 25-34 (59.3%).

There were no demographic categories with a significantly lower percentage of respondents who agreed with the statement “Kalamazoo Community Foundation serves all communities within Kalamazoo County.”

There was a moderate correlation among respondents between their agreement with the statement, "Kalamazoo Community Foundation serves all communities within Kalamazoo County," and their agreement with the following statements about Kalamazoo Community Foundation:

- Positive overall opinion of Kalamazoo Community Foundation
- Kalamazoo Community Foundation is creating a community where every person can reach full potential
- Kalamazoo Community Foundation distributes resources throughout Kalamazoo County

The more respondents agreed with the statement "Kalamazoo Community Foundation serves all communities within Kalamazoo County," the more likely they were to agree with the above statements.

The percentage of 2015 respondents who agreed or strongly agreed with the statement "Kalamazoo Community Foundation serves all communities within Kalamazoo County" (52.3%) is lower than the percentage of 2012 respondents (64.7%) and the difference is statistically significant. It is important to note that the wording of the 2012 statement was different: "Kalamazoo Community Foundation serves all of Kalamazoo County."

The 172 respondents who had heard of Kalamazoo Community Foundation were also asked what issues or programs they thought Kalamazoo Community Foundation should address or support (Question 20). The top issues/programs named included: education, homelessness, and poverty, which were similar to those named in 2012. Sixty-four respondents (37.2%) were unsure. Respondents could give more than one response. Responses included:

**Economic/Money Concerns**

Economic development  
 Help with job preparedness  
 Job enhancement and training  
 Social security taxes

**Education/Youth**

Education (20 respondents)  
 Scholarships (3 respondents)  
 Youth (3 respondents)  
 Children (2 respondents)  
 Public schools (2 respondents)  
 Youth programs (2 respondents)  
 Anything with kids  
 Education enrichment  
 Foster care  
 Helping youth for school  
 Higher education  
 Kalamazoo Public Schools  
 Kids  
 Language services to teach English  
 Libraries  
 Scholarships to kids  
 School children  
 School lunches for underprivileged  
 School programs  
 Schools  
 Social emotional learning  
 Women's education  
 Young adults for science and math  
 Youth concerns  
 Youth education  
 Youth help  
 Youth involvement

**Elderly & Families**

Elderly (2 respondents)  
 Families needing assistance  
 Improving family child care  
 Parents going through loss  
 Single-parent families

**Health & Wellness**

Child abuse (2 respondents)  
 Abused help  
 Access to healthcare  
 Disabilities  
 Food quality  
 Food security  
 Healthcare  
 Healthcare for homeless  
 Healthy lifestyles for kids  
 Heart health  
 Infant mortality  
 Medical  
 Suicides  
 Violence  
 Women's health

**Poverty Concerns**

Homelessness (18 respondents)  
 Poverty (11 respondents)  
 Poor (3 respondents)  
 Affordable housing (2 respondents)  
 Housing (2 respondents)  
 Hunger (2 respondents)  
 Underprivileged (2 respondents)  
 Childhood poverty  
 Get homeless people with no direction off the street  
 Help people with food and clothing  
 Helping poor  
 Helping the poor (elevate them)  
 Lower income  
 Lower income; racial drawing people together  
 Low-income neighborhoods  
 Mission for homelessness

**Programs and Community Development**

After school programs; collaborate with other organizations  
 Anything that will improve community as a whole  
 Child programs  
 Community enrichment  
 Community level  
 Community ministry  
 Development project  
 Programs  
 Programs that help poverty

**Miscellaneous**

Arts (2 respondents)  
Crime (2 respondents)  
Inequality (2 respondents)  
Assisting people  
Awareness for AA groups  
Businesses  
Computers  
Crosses boundaries  
Department of Human Services  
Diversity  
Equality  
Gay rights  
Gospel Mission  
Help one and all  
Help out people in the community  
Kal-3 TV  
Lending hands  
Loaves and Fishes  
Local businesses  
Local environment  
Military  
Needs that year  
New people help  
Nonprofit  
Racial healing  
Red Cross  
Social  
Social services  
Southside has social issues; get involved  
Taking care of each other  
Those with the most needs  
Transportation  
Turn 2 Foundation  
Volunteering

The 172 respondents who had heard of Kalamazoo Community Foundation were asked what they would pay the most attention to, if Kalamazoo Community Foundation wanted to provide them with general information about their organization and services. Nearly one-third of respondents (29.1%) indicated they would pay the most attention to a mailing, followed by e-mail (16.9%), and Web site (8.1%). Three respondents (1.7%) gave other responses not listed in the chart, which included: *annual report, don't care or want information, and person-to-person communication.*

### Pay the Most Attention To

	2015	2012
<b>Mailing</b>	<b>29.1%</b>	<b>37.1%</b>
<b>E-mail</b>	<b>16.9%</b>	<b>9.5%</b>
<b>Web site</b>	<b>8.1%</b>	<b>7.6%</b>
Community events	7.0%	4.8%
Facebook	7.0%	2.9%
Local television	6.4%	4.8%
Newspaper	5.2%	9.5%
Radio	5.2%	3.8%
Newsletter	3.5%	7.6%
Workplace communication	2.3%	1.9%
Twitter	0.6%	1.0%
Other	1.7%	7.6%
Unsure	7.0%	1.9%

Question 23: If Kalamazoo Community Foundation wanted to provide you with general information about their organization and services, to which of the following would you pay the most attention?

Demographic categories with a significantly higher percentage of respondents who would pay the most attention to a mailing include: age 65 and over (46.2%).

Demographic categories with a significantly lower percentage of respondents who would pay the most attention to a mailing include: postgraduate training (18.8%).

### Recommendations:

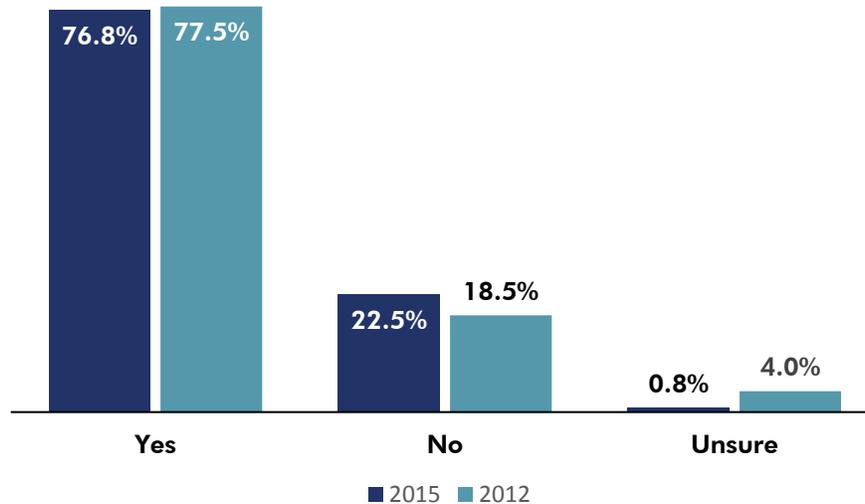
- Over three-fourths of all respondents had financially supported a local charitable organization in the past year, with the highest percentages supporting human services, religious organizations, and health organizations. Over one-third of the respondents indicated they supported organizations with whom they had a personal relationship. Kalamazoo Community Foundation should be providing community members with a variety of opportunities to develop a personal relationship with the foundation that will lead to financial support.
  
- Just over one-third of all respondents said they had a will, trust, or estate plan, with the percentage of respondents with a will, trust, or estate plan increasing with the age of the respondent. Only 21.1% of the respondents with a will, trust, or estate plan said their will, trust, or estate plan included a gift to charitable organizations. Kalamazoo Community Foundation may want to explore methods to get people who already have wills, trusts, or estate plans to consider adding a contribution to a charitable organization.

**Importance:** In today's society, the competition for donor dollars, or philanthropic dollars, is high. Nonprofit organizations are on the rise, and all are supporting a variety of causes. Perceptions of issues facing a community can highly affect where a community member will give those philanthropic dollars. It is important to understand where the community is donating, and to understand the competition in the community.

Planned giving provides a significant amount of funding for most community foundations. The ability to secure planned giving contributions requires two things; first, donors must have a will, trust, or estate plan, and second, donors must plan a gift to a charitable organization within their will, trust, or estate plan. Understanding the prevalence of community members and potential donors with wills, trusts, or estate plans and their interest in planned giving to charitable organizations is essential to developing an effective planned giving program.

All 400 respondents were asked if they, or anyone in their household, had donated to a charitable organization in the past year. **Over three-fourths of respondents (76.8%) indicated they, or someone in their household, had donated to a charitable organization in the past year.** Almost one-fourth of respondents (23.3%) indicated they had not donated to a charitable organization in the past year, or were unsure.

### Donated in Past Year



Question 5: In the past year, have you or anyone in your household donated to a charitable organization?

Demographic categories with a significantly higher percentage of respondents who had donated to a charitable organization in the past year include: age 55-64 (90.9%), college graduate (90.4%), postgraduate training (97.7%), household income \$50,000 to \$74,999 (91.3%), and household income \$75,000 to \$99,999 (89.7%).

Demographic categories with a significantly lower percentage of respondents who had donated to a charitable organization in the past year include: age 18-24 (55.9%), African-American/black (58.8%), high school graduate (65.0%), household income under \$25,000 (51.9%), and household income \$25,000 to \$34,999 (64.5%).

The percentage of 2015 respondents who had donated to a charitable organization in the past year (76.8%) is lower than the percentage of 2012 respondents (77.5%), however, the difference is not statistically significant.

The 307 respondents who indicated they, or someone in their household, had donated to a charitable organization in the past year were asked to what types of charitable organizations they had donated. The top responses were: human services (44.4%), religious organization (40.8%), and health organization (31.8%). These were three of the top four categories of charitable organizations that were named in 2012. The chart totals more than 100%, as respondents could give more than one response.

### Charitable Organizations Supported

	2015	2012
<b>Human services</b>	<b>44.4%</b>	<b>41.0%</b>
<b>Religious organization</b>	<b>40.8%</b>	<b>47.1%</b>
<b>Health organization</b>	<b>31.8%</b>	<b>23.2%</b>
Foundations	21.9%	22.6%
Educational institution	19.0%	10.6%
Public benefit	15.0%	23.5%
Environment/Animals	10.8%	7.4%
Arts/Culture/Humanities	8.5%	10.0%
International affairs	2.0%	4.2%
Unsure	1.6%	2.3%

Question 6: To what types of charitable organizations have you donated?

Demographic categories with a significantly higher percentage of respondents who had donated to human services organizations include: postgraduate training (57.1%).

Demographic categories with a significantly lower percentage of respondents who had donated to human services organizations include: age 18-24 (29.7%) and household income under \$25,000 (34.0%).

All 400 respondents were asked approximately how much money they gave to charitable or nonprofit organizations in the past year. **Over one-third of respondents (40.3%) indicated they gave less than \$500 to charitable organizations in the past year**, while fourteen percent of respondents (14.3%) indicated they gave more than \$2,000. One out of every five respondents did not give to charitable or nonprofit organizations in the past year and ten percent of respondents (9.8%) were unsure how much money they gave to charitable or nonprofit organizations.

**Amount of Charitable Contributions**

	2015	2012
None	21.0%	14.8%
<b>Under \$100</b>	<b>16.5%</b>	<b>13.0%</b>
<b>\$100 to \$499</b>	<b>23.8%</b>	<b>21.0%</b>
\$500 to \$999	7.8%	10.5%
\$1,000 to \$1,999	6.3%	8.8%
\$2,000 to \$4,999	7.0%	10.3%
\$5,000 to \$9,999	2.8%	3.3%
\$10,000 or more	4.5%	2.0%
Unsure	9.8%	16.5%
Refused	0.8%	0.0%

Question 27: In the past year, approximately how much money did you give to charitable or nonprofit organizations?

Demographic categories with a significantly higher percentage of respondents who donated \$100 to \$499 to a charitable or nonprofit organization in the past year include: household income \$25,000 to \$34,999 (38.7%), household income \$35,000 to \$49,999 (40.0%), and household income \$50,000 to \$74,999 (41.3%).

Demographic categories with a significantly lower percentage of respondents who donated \$100 to \$499 to a charitable or nonprofit organization in the past year include: age 55-64 (13.6%).

There was a strong correlation among respondents between how much money they gave to charitable or nonprofit organizations in the past year and their household income. The more respondents gave to charitable or nonprofit organizations, the more likely they were to have a higher household income.

The percentage of 2015 respondents who donated less than \$500 to charitable organizations in the past year (40.3%) is higher than the percentage of 2012 respondents (34.0%), however, the difference is not statistically significant.

The 307 respondents who indicated they, or someone in their household, had donated to a charitable organization in the past year were asked to indicate if they preferred to make a donation to a charitable organization that uses the funds immediately to address current needs or to an organization that has an endowment and invests their donation, using the earnings from the endowment to address needs now and into the future. **Over one-third of respondents (36.5%) indicated they preferred contributing to an organization which uses funds immediately, while 16.6% indicated they preferred contributing to an organization with an endowment to address needs now and into the future.** Almost one-fourth of respondents (24.8%) indicated they preferred a combination of both, while 22.1% were unsure.

### Charitable Organization Preference

	2015	2012
<b>Organization which uses funds immediately</b>	<b>36.5%</b>	<b>44.5%</b>
A combination of both	24.8%	24.8%
<b>Organization with endowment to address needs now and into the future</b>	<b>16.6%</b>	<b>8.4%</b>
Unsure	22.1%	22.3%

Question 7: Which do you prefer: to make a donation to a charitable organization that uses the funds immediately to address current needs OR to an organization that has an endowment and invests your donation, using the earnings from the endowment to address needs now and into the future?

Demographic categories with a significantly higher percentage of respondents who preferred contributing to an organization which uses funds immediately include: African-American/black (50.0%) and household income \$25,000 to \$34,999 (50.0%).

Demographic categories with a significantly lower percentage of respondents who preferred contributing to an organization which uses funds immediately include: household income \$100,000 to \$124,999 (25.9%).

The percentage of 2015 respondents who preferred contributing to an organization which uses funds immediately to address current needs (36.5%) is lower than the percentage of 2012 respondents (44.5%), however, the difference is not statistically significant.

All 400 respondents were then asked when/why they make charitable contributions. **Over one-third of respondents (37.3%) indicated they make charitable contributions to organizations with whom they have a personal relationship, while 11.5% indicated they usually only make charitable contributions at an event, and 11.3% make charitable contributions only when solicited.** The chart totals more than 100%, as respondents could give more than one response.

### When/Why Contributions Are Made

	2015	2012
<b>To organizations with whom I have a personal relationship</b>	<b>37.3%</b>	<b>50.5%</b>
<b>Usually only at an event</b>	<b>11.5%</b>	<b>14.5%</b>
<b>Only when solicited</b>	<b>11.3%</b>	<b>11.3%</b>
To get a tax deduction	5.8%	6.0%
When advised by my attorney or accountant	0.5%	1.0%
None of the above	46.5%	29.5%
Unsure	1.5%	3.5%

Question 10: Do you make charitable contributions: (choices outlined in chart above)

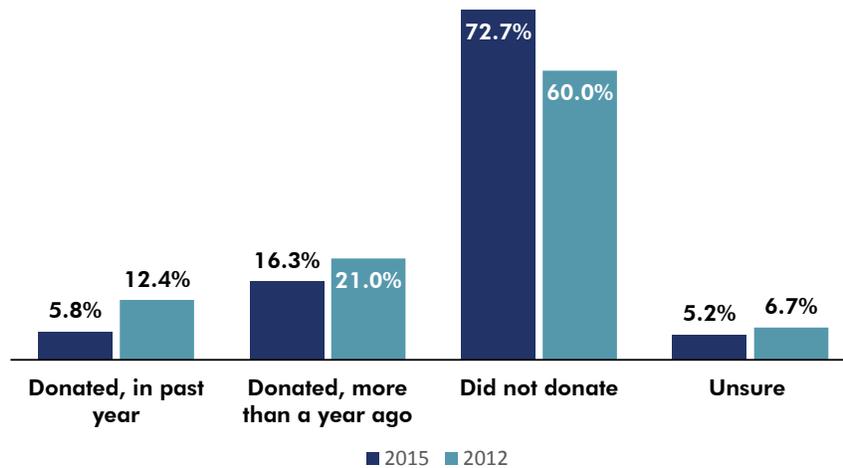
Demographic categories with a significantly higher percentage of respondents who make charitable contributions to organizations with whom they have a personal relationship include: age 45-54 (51.5%), age 55-64 (48.5%), and postgraduate training (58.1%).

Demographic categories with a significantly lower percentage of respondents who make charitable contributions to organizations with whom they have a personal relationship include: age 18-24 (23.5%), African-American/black (17.6%), some college (25.2%), and household income under \$25,000 (24.0%).

The percentage of 2015 respondents who said they make charitable contributions to organizations with whom they have a personal relationship (37.3%) is lower than the percentage of 2012 respondents (50.5%) and the difference is statistically significant.

The 172 respondents who had heard of Kalamazoo Community Foundation were asked if they had ever donated to Kalamazoo Community Foundation, and if they had, when they donated. Over three-fourths of respondents (77.9%) indicated they had never donated, or were unsure. **Just over five percent of respondents (5.8%) indicated they donated to Kalamazoo Community Foundation in the past year, while 16.3% indicated they donated over a year ago.**

### Donated to Kalamazoo Community Foundation



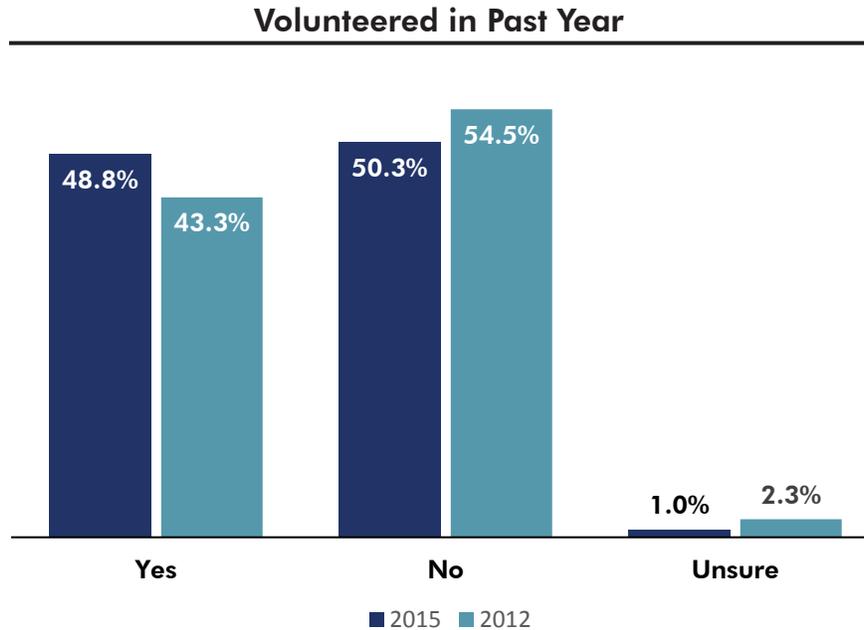
Question 22: Have you ever donated to Kalamazoo Community Foundation? If so, did you donate in the past year or more than a year ago?

Demographic categories with a significantly higher percentage of respondents who had never donated to Kalamazoo Community Foundation include: age 35-44 (88.9%).

Demographic categories with a significantly lower percentage of respondents who had never donated to Kalamazoo Community Foundation include: age 55-64 (59.5%), age 65 and over (61.5%), and postgraduate training (62.5%).

The percentage of 2015 respondents who did not donate to Kalamazoo Community Foundation (72.7%) is higher than the percentage of 2012 respondents (60.0%) and the difference is statistically significant.

All 400 respondents were asked if they had volunteered at a charitable organization in the past year. **Nearly half of all respondents (48.8%) indicated they had volunteered at a charitable organization in the past year, while just over half (50.3%) had not volunteered for a charitable organization in the past year.**



Question 8: In the past year, have you volunteered at a charitable organization?

Demographic categories with a significantly higher percentage of respondents who had not volunteered at a charitable organization in the past year include: age 25-34 (60.9%), African-American/black (60.8%), and high school graduate (65.0%).

Demographic categories with a significantly lower percentage of respondents who had not volunteered at a charitable organization in the past year include: postgraduate training (32.6%), household income \$75,000 to \$99,999 (35.9%), and household income \$100,000 to \$124,999 (39.3%).

The percentage of 2015 respondents who volunteered at a charitable organization in the past year (48.8%) is higher than the percentage of 2012 respondents (43.3%), however, the difference is not statistically significant.

The 195 respondents who indicated they had volunteered for a charitable organization in the past year were asked for what types of charitable organizations they volunteered. The two most popular answers were religious organization (33.2%) and human services (31.6%). Other common answers were: educational institution (20.9%) and health organization (13.3%). The chart totals more than 100%, as respondents could give more than one response.

### Volunteered For Organizations

	2015	2012
<b>Religious organization</b>	<b>33.2%</b>	<b>40.5%</b>
<b>Human services</b>	<b>31.6%</b>	<b>35.8%</b>
Educational institution	20.9%	16.2%
Health organization	13.3%	13.3%
Foundations	10.7%	9.8%
Public benefit	10.2%	13.9%
Arts/Culture/Humanities	7.1%	6.9%
Environment/Animals	6.1%	6.9%
International affairs	2.0%	2.3%
None, did not volunteer	1.0%	0.0%
Other	13.3%	2.3%
Unsure	2.0%	1.7%

Question 9: For what types of charitable organizations did you volunteer?

Twenty-six respondents (13.3%) indicated other responses for what types of charitable organizations they volunteered, which are not included in the chart. Respondents could give more than one response, which included:

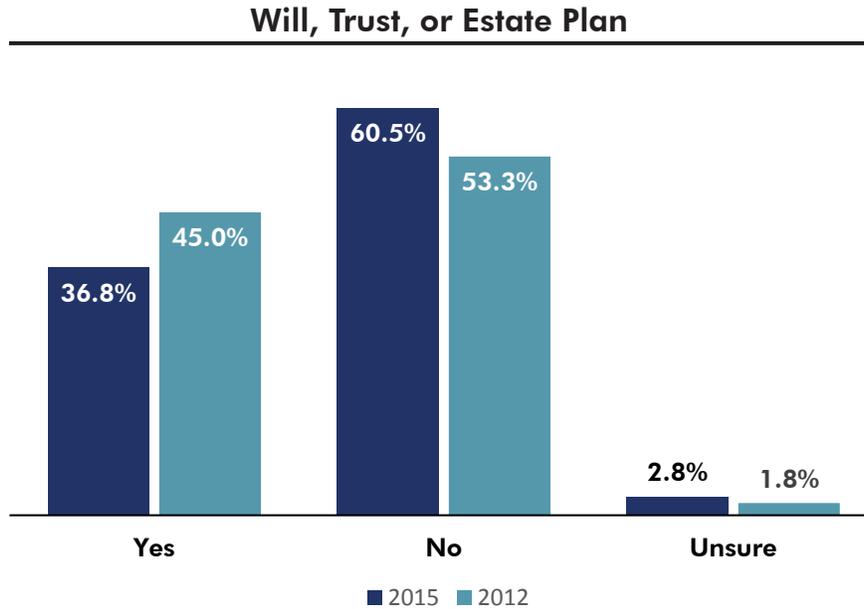
- Gospel mission (2 respondents)*
- Nonprofit (2 respondents)*
- Veterans (2 respondents)*
- YMCA (2 respondents)*
- Boy Scouts*
- Cub Scouts*
- Disaster response*
- Food bank*
- Food drives*
- Habitat for Humanity*
- Homelessness*
- Impact Kalamazoo*
- KGLRC*
- Marathons*
- Neighborhood*
- Red Cross*
- Salvation Army*
- Senior home*
- Sheriff department*
- Social*
- Special needs*
- Sports*
- Work*

Demographic categories with a significantly higher percentage of respondents who volunteered for a religious organization include: age 55-64 (51.4%).

Demographic categories with a significantly lower percentage of respondents who volunteered for a religious organization include: age 18-24 (9.4%) and household income under \$25,000 (15.6%).

The percentage of 2015 respondents who volunteered for a religious organization (33.2%) is lower than the percentage of 2012 respondents (40.5%), however, the difference is not statistically significant.

All 400 respondents were asked if they currently had a will, trust, or estate plan. **Nearly two-thirds of respondents (63.3%) indicated they did not currently have a will, trust, or estate plan, or were unsure.** Over one-third of respondents (36.8%) indicated they did currently have a will, trust, or estate plan.



Question 11: Do you currently have a will, trust, or estate plan?

Demographic categories with a significantly higher percentage of respondents who do not currently have a will, trust, or estate plan include: age 18-24 (91.2%), age 25-34 (87.0%), African-American/black (82.4%), household income under \$25,000 (86.5%), and household income \$25,000 to \$34,999 (74.2%).

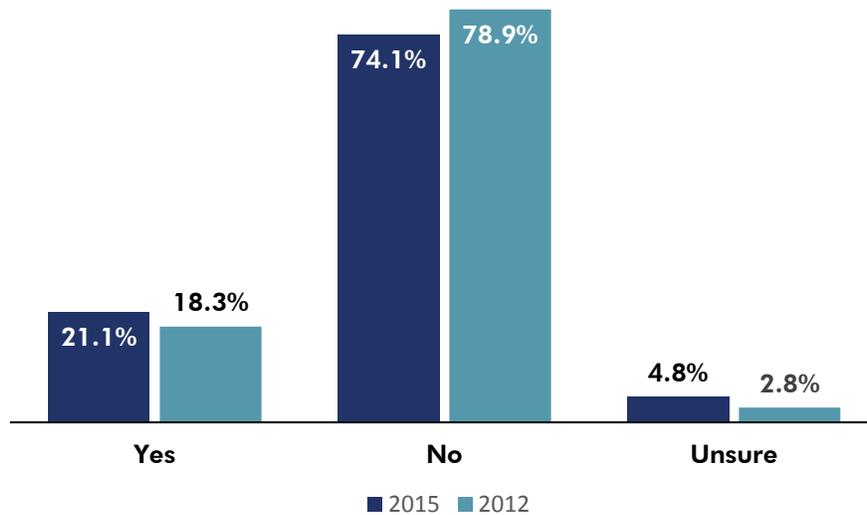
Demographic categories with a significantly lower percentage of respondents who do not currently have a will, trust, or estate plan include: age 55-64 (34.8%), age 65 and over (27.7%), and household income \$75,000 to \$99,999 (43.6%).

The percentage of 2015 respondents who currently have a will, trust, or estate plan (36.8%) is lower than the percentage of 2012 respondents (45.0%) and the difference is statistically significant.

The 147 respondents who indicated they currently had a will, trust, or estate plan were asked if their will, trust, or estate plan includes a gift to charitable organizations. **Nearly three-fourths of respondents (74.1%) indicated their will, trust, or estate plan did not include a gift to charitable organizations, while 4.8% were unsure.** Over one-fifth of respondents (21.1%) indicated their will, trust, or estate plan did include a gift to charitable organizations.

### Will, Trust, or Estate Plan Charitable Gift

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Question 12: Does your will, trust, or estate plan include a gift to charitable organizations?

Demographic categories with a significantly higher percentage of respondents who indicated their will, trust, or estate plan did not include a gift to charitable organizations include: some college (85.7%).

Demographic categories with a significantly lower percentage of respondents who indicated their will, trust, or estate plan did not include a gift to charitable organizations include: age 55-64 (62.8%) and postgraduate training (63.3%).

The percentage of 2015 respondents who indicated their will, trust, or estate plan did not include a gift to charitable organizations (21.1%) is higher than the percentage of 2012 respondents (18.3%), however, the difference is not statistically significant.

The Kalamazoo Community Foundation 2015 Community Survey included 29 questions on a variety of topics, including: awareness and perception of Kalamazoo Community Foundation, marketing and communications, Kalamazoo Community Foundation's impact on the community, residents' charitable giving, residents' perception of Kalamazoo County's social issues, and demographic information. The question formats included: yes/no, open-ended, and pre-defined questions. All but three of the questions were identical to those found on the 2012 Community Survey. The survey was developed based on input from Kalamazoo Community Foundation. Perspectives Consulting Group, Inc. assembled and ordered the survey questions.

The population surveyed was specifically limited to ZIP codes in the Kalamazoo County area. The sampling method used for this survey was random-digit dialing of telephone numbers, including cellular telephone numbers, serving households in the survey sample area. The number of telephone surveys completed in each prefix varied, depending on the number of households in each prefix. Random telephone numbers were generated for each prefix and were dialed until 400 completions were made. The survey interviewing took place in March 2015 during the evening hours of 6:00 p.m. to 9:00 p.m. local time. A survey pretest was completed with no difficulties or problems noted.

Based on the number of households in the target area and the number of survey completions, a confidence level and confidence interval can be calculated. In statistical terms, the confidence level is the likelihood that, if the survey were replicated, the results would be the same. The confidence level for this survey is 95.0%, meaning that 95 times out of 100 this survey would produce substantially the same results as achieved this time.

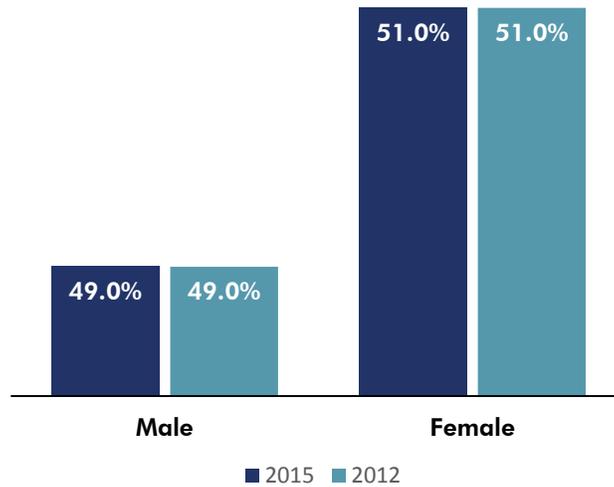
The confidence interval is the range that any answer could vary from the actual value. This is the "+/- xxx percent" margin of error value that pollsters reference. In this case, the 2015 Community Survey has a confidence interval of +/- 5.0%. Therefore, the answers provided by respondents are within plus or minus 5.0% of the actual value. When comparing the responses from any two questions, any difference of less than 10.0% needs to be examined carefully, since statistically the difference could be considered negligible.

Throughout this report, responses from survey respondents are displayed in italic. All of the responses are presented exactly as submitted and have not been edited to allow you to reach your own conclusion as to the meaning and intent of the survey respondent.

Of the 400 respondents who completed the 2015 Community Survey, 51.0% were female and 49.0% were male.

### Gender of Respondent

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Question 29: Gender of respondent?

There were no significant differences in the response to any question on the survey by the gender of the respondent.

All 400 respondents were asked to indicate their age. **Ages were evenly distributed with the largest age range being 25-34 (17.3%), followed by 18-24 (17.0%) and 45-54 (17.0%).**

**Age of Respondent**

	2015	2012
<b>18-24</b>	<b>17.0%</b>	<b>18.3%</b>
<b>25-34</b>	<b>17.3%</b>	<b>17.5%</b>
35-44	16.0%	15.8%
<b>45-54</b>	<b>17.0%</b>	<b>17.0%</b>
55-64	16.5%	15.3%
65 & over	16.3%	16.3%

Question 24: What is your age?

The significant differences by age of the respondent are summarized below. An up arrow (↑) indicates a higher or greater difference while a down arrow (↓) indicates a lower or lesser difference.

**Respondents Age 18-24**

- ↑ Do not currently have a will, trust, or estate plan
- ↑ Had not heard of Kalamazoo Community Foundation
- ↓ Donated to a charitable organization in the past year
- ↓ Donated to human services organizations
- ↓ Make charitable contributions to organizations with whom they have a personal relationship
- ↓ Volunteered for a religious organization

**Respondents Age 25-34**

- ↑ Do not currently have a will, trust, or estate plan
- ↑ Agreed with the statement "Kalamazoo Community Foundation serves all communities within Kalamazoo County"
- ↑ Had not volunteered at a charitable organization within the past year

**Respondents Age 35-44**

- ↑ Never donated to Kalamazoo Community Foundation

**Respondents Age 45-54**

- ↑ Make charitable contributions to organizations with whom they have a personal relationship
- ↑ Rated their overall opinion of Kalamazoo Community Foundation as good
- ↓ Had not heard of Kalamazoo Community Foundation

**Respondents Age 55-64**

- ↑ Donated to a charitable organization in the past year
- ↑ Make charitable contributions to organizations with whom they have a personal relationship
- ↑ Volunteered for a religious organization
- ↓ Donated \$100 to \$499 to a charitable or nonprofit organization in the past year
- ↓ Never donated to Kalamazoo Community Foundation
- ↓ Do not currently have a will, trust, or estate plan
- ↓ Will, trust, or estate plan did not include a gift to charitable organizations
- ↓ Had not heard of Kalamazoo Community Foundation
- ↓ Rated their overall opinion of Kalamazoo Community Foundation as good

**Respondents Age 65+**

- ↑ Would pay the most attention to a mailing
- ↓ Never donated to Kalamazoo Community Foundation
- ↓ Do not currently have a will, trust, or estate plan
- ↓ Agreed with the statement "Kalamazoo Community Foundation distributes resources throughout Kalamazoo County"

All 400 respondents were asked to indicate the range that best represented their total household income before taxes. **Over half of respondents (59.1%) indicated their household income was under \$75,000.** Of those respondents, 33.8% indicated their household income was under \$35,000. Fifteen percent (15.3%) refused to provide their household income.

### Household Income of Respondent

	2015	2012
<b>Below \$25,000</b>	<b>26.0%</b>	<b>19.8%</b>
<b>\$25,000 to \$34,999</b>	<b>7.8%</b>	<b>11.0%</b>
<b>\$35,000 to \$49,999</b>	<b>13.8%</b>	<b>10.5%</b>
<b>\$50,000 to \$74,999</b>	<b>11.5%</b>	<b>14.5%</b>
\$75,000 to \$99,999	9.8%	12.5%
\$100,000 to \$124,999	7.0%	9.0%
\$125,000 to \$149,999	3.3%	3.0%
\$150,000 and over	5.8%	3.0%
Refused	15.3%	16.8%

Question 28: Which range best represents your total household income before taxes?

There was a strong correlation among respondents between their household income and how much money they gave to charitable or nonprofit organizations in the past year. The higher the respondents' household income, the more likely they were to give more money to charitable or nonprofit organizations.

The significant differences by household income of the respondent are summarized below. An up arrow (↑) indicates a higher or greater difference while a down arrow (↓) indicates a lower or lesser difference.

**Household Income Under \$25,000**

- ↑ Do not currently have a will, trust, or estate plan
- ↑ Had not heard of Kalamazoo Community Foundation
- ↓ Donated to a charitable organization in the past year
- ↓ Donated to human services organizations
- ↓ Make charitable contributions to organizations with whom they have a personal relationship
- ↓ Volunteered for a religious organization

**Household Income \$25,000 to \$34,999**

- ↑ Donated \$100 to \$499 to a charitable or nonprofit organization in the past year
- ↑ Preferred contributing to an organization which uses funds immediately
- ↑ Do not currently have a will, trust, or estate plan
- ↓ Donated to a charitable organization in the past year

**Household Income \$35,000 to \$49,999**

- ↑ Donated \$100 to \$499 to a charitable or nonprofit organization in the past year

**Household Income \$50,000 to \$74,999**

- ↑ Donated to a charitable organization in the past year
- ↑ Donated \$100 to \$499 to a charitable or nonprofit organization in the past year

**Household Income \$75,000 to \$99,999**

- ↑ Donated to a charitable organization in the past year
- ↓ Had not volunteered at a charitable organization within the past year
- ↓ Do not currently have a will, trust, or estate plan
- ↓ Had not heard of Kalamazoo Community Foundation

**Household Income \$100,000 to \$124,999**

- ↓ Had not volunteered at a charitable organization within the past year
- ↓ Preferred contributing to an organization which uses funds immediately
- ↓ Had not heard of Kalamazoo Community Foundation

All 400 respondents were asked to indicate what the last grade or class was that they completed in school. **Over two-thirds of respondents (67.1%) indicated they either completed some college (no four-year degree) or completed college with a four-year degree.** About one-sixth of respondents (15.0%) were high school graduates, while 10.8% completed postgraduate training. Just over one percent (1.3%) refused to provide the last grade or class they completed in school.

### Education Level of Respondent

	2015	2012
<b>Some college - no four-year degree</b>	<b>35.8%</b>	<b>23.0%</b>
<b>College graduate (four-year degree)</b>	<b>31.3%</b>	<b>39.5%</b>
High school graduate	15.0%	19.0%
Postgraduate training	10.8%	12.0%
Less than high school	5.0%	4.3%
Business, technical, or vocational school	1.0%	1.8%
Refused	1.3%	0.5%

Question 26: What is the last grade or class you completed in school?

The significant differences by education level of the respondent are summarized below. An up arrow (↑) indicates a higher or greater difference while a down arrow (↓) indicates a lower or lesser difference.

**High School Graduate**

- ↑ Had not heard of Kalamazoo Community Foundation
- ↑ Had not volunteered at a charitable organization within the past year
- ↓ Donated to a charitable organization in the past year

**Some College**

- ↑ Will, trust, or estate plan did not include a gift to charitable organizations
- ↑ Had not heard of Kalamazoo Community Foundation
- ↓ Make charitable contributions to organizations with whom they have a personal relationship

**College Graduate**

- ↑ Donated to a charitable organization in the past year

**Postgraduate Training**

- ↑ Donated to a charitable organization in the past year
- ↑ Donated to human services organizations
- ↑ Make charitable contributions to organizations with whom they have a personal relationship
- ↓ Had not volunteered at a charitable organization within the past year
- ↓ Never donated to Kalamazoo Community Foundation
- ↓ Will, trust, or estate plan did not include a gift to charitable organizations
- ↓ Had not heard of Kalamazoo Community Foundation
- ↓ Rated their overall opinion of Kalamazoo Community Foundation as good
- ↓ Would pay the most attention to a mailing

All 400 respondents were asked to indicate their race. **Over three-fourths of respondents (76.8%) indicated they were Caucasian/white.** Twelve percent of respondents (12.8%) indicated they were African-American/black, while 7.3% were either Multiracial/Multicultural, Asian, or Hispanic. Two percent of respondents (2.5%) refused to provide their race. Three respondents (0.8%) indicated other responses not listed in the chart including: *American, European, and did not say.*

**Race of Respondent**

	2015	2012
<b>Caucasian/White</b>	<b>76.8%</b>	<b>81.3%</b>
African-American/Black	12.8%	10.3%
Multiracial/Multicultural	4.0%	1.8%
Hispanic	2.5%	1.5%
Asian	0.8%	1.5%
American Indian/Native American	0.0%	1.0%
Other	0.8%	0.5%
Refused	2.5%	2.3%

Question 25: Is your race: (choices included in chart above)

The significant differences by race of the respondent are summarized below. An up arrow (↑) indicates a higher or greater difference while a down arrow (↓) indicates a lower or lesser difference.

**African-American/Black**

- ↑ Preferred contributing to an organization which uses funds immediately
- ↑ Do not currently have a will, trust, or estate plan
- ↑ Had not heard of Kalamazoo Community Foundation
- ↑ Had not volunteered at a charitable organization within the past year
- ↓ Donated to a charitable organization in the past year
- ↓ Make charitable contributions to organizations with whom they have a personal relationship

**Kalamazoo Community Foundation - 2015 Community Survey**

Tel. Number: \_\_\_\_\_  
 Interviewer: \_\_\_\_\_  
 Date/Time: \_\_\_\_\_

Good evening, my name is \_\_\_\_\_ from Perspectives Consulting Group, and we are talking with Kalamazoo County residents about charitable giving in the community.

CL 267-P03 2-10-2015

Do you live in Kalamazoo County?

- [ 1 ] Yes – Continue survey [ 2 ] No – Thank them for their time, end survey

Are you 18 years old or older?

- [ 1 ] Yes – Continue survey [ 2 ] No – Ask if someone 18 years old or older is available; if not, thank them for their time

1. What are THREE things you like about living in Kalamazoo County that you would not want to lose? (Do NOT read list/Check NO MORE THAN THREE choices)

- [ 1 ] Unsure [ 2 ] County has lots to offer  
 [ 3 ] County is improving [ 4 ] Jobs  
 [ 5 ] Diversity of population [ 6 ] Lived there a long time  
 [ 7 ] Convenience [ 8 ] Shopping  
 [ 9 ] Schools [ 10 ] Quality of neighborhood  
 [ 11 ] Size/Small town [ 12 ] Family  
 [ 13 ] Other: \_\_\_\_\_

What do you think are the three most significant social issues facing residents of Kalamazoo County? (Do NOT read choices)

- [ 1 ] Child abuse/Neglect [ 2 ] Child care  
 [ 3 ] Crime [ 4 ] Teen pregnancy  
 [ 5 ] Health care [ 6 ] Housing  
 [ 7 ] Homelessness [ 8 ] Youth concerns  
 [ 9 ] Poverty [ 10 ] Mental health  
 [ 11 ] Employment [ 12 ] Truancy  
 [ 13 ] Graduation rates [ 14 ] Transportation  
 [ 15 ] Hunger [ 16 ] Substance abuse  
 [ 17 ] Violence/Rape [ 18 ] School issues (not truancy or grad rates)  
 [ 19 ] Senior citizen concerns [ 20 ] Early childhood education  
 [ 21 ] Other: \_\_\_\_\_ [ 22 ] Unsure

2. Top Issue – Most Important: \_\_\_\_\_

3. Second Issue – Second Most Important: \_\_\_\_\_

4. Third Issue – Third Most Important: \_\_\_\_\_

5. In the past year, have you or anyone in your household donated to a charitable organization?

- [ 1 ] Yes [ 2 ] No – skip to question 8 ☀ [ 3 ] Unsure – skip to question 8 ☀

6. To what types of charitable organizations have you donated? (Read list if necessary/Check ALL that apply)

- [ 1 ] Religious organization [ 2 ] Educational institution  
 [ 3 ] Health organization [ 4 ] Human services  
 [ 5 ] Arts/Culture/Humanities [ 6 ] Public benefit  
 [ 7 ] Environment/Animals [ 8 ] International affairs  
 [ 9 ] Foundations [ 10 ] Unsure

7. Which do you prefer: to make a donation to a charitable organization that uses the funds immediately to address current needs OR to an organization that has an endowment and invests your donation, using the earnings from the endowment to address needs now and into the future?

- [ 1 ] Organization which uses funds immediately  
 [ 2 ] Organization with endowment to address needs now & into the future  
 [ 3 ] A combination of both  
 [ 4 ] Unsure

☀ 8. In the past year, have you volunteered at a charitable organization?

- [ 1 ] Yes [ 2 ] No – skip to question 10 ☀ [ 3 ] Unsure – skip to question 10 ☀

9. For what types of charitable organizations did you volunteer? (Read list if necessary/Check ALL that apply)

- [ 1 ] None/Did not volunteer [ 2 ] Religious organization  
 [ 3 ] Educational institution [ 4 ] Health organization  
 [ 5 ] Human services [ 6 ] Arts/Culture/Humanities  
 [ 7 ] Public benefit [ 8 ] Environment/Animals  
 [ 9 ] International affairs [ 10 ] Foundations  
 [ 11 ] Other: \_\_\_\_\_ [ 12 ] Unsure

☀ 10. Do you make charitable contributions: (Read choices/Check ALL that apply)

- [ 1 ] Only when solicited [ 2 ] To get a tax deduction  
 [ 3 ] Usually only at an event  
 [ 4 ] To organizations with whom I have a personal relationship  
 [ 5 ] When advised by my attorney or accountant  
 [ 6 ] None of the above [ 7 ] Unsure

11. Do you currently have a will, trust, or estate plan?

- [ 1 ] Yes [ 2 ] No – skip to question 13 ☞  
 [ 3 ] Unsure – skip to question 13 ☞

12. Does your will, trust, or estate plan include a gift to charitable organizations?

- [ 1 ] Yes [ 2 ] No  
 [ 3 ] Unsure

☞ 13. Have you heard of Kalamazoo Community Foundation? (Formerly known as the Kalamazoo Foundation)

- [ 1 ] Yes [ 2 ] No – skip to question 24 🚶  
 [ 3 ] Unsure – skip to question 24 🚶

14. In the past year, where have you seen or heard of Kalamazoo Community Foundation? (Do NOT read choices/Check ALL that apply)

- [ 1 ] Do not recall seeing/hearing about it  
 [ 2 ] Friends/Family/Neighbors [ 3 ] Annual Report  
 [ 4 ] Billboards [ 5 ] Meetings/Events  
 [ 6 ] Newspaper [ 7 ] Lori Moore Show (CW7)  
 [ 8 ] WMUK 102.1 FM [ 9 ] Encore Magazine  
 [ 10 ] Gilmore Festival [ 11 ] MLive  
 [ 12 ] Web site  
 [ 13 ] Social media (Facebook, Twitter, LinkedIn)  
 [ 14 ] Other: \_\_\_\_\_ [ 15 ] Unsure

15. What word or words come to mind when you think of Kalamazoo Community Foundation?

16. What is your overall opinion of Kalamazoo Community Foundation? (Read choices)

- [ 1 ] Poor, why? \_\_\_\_\_  
 [ 2 ] Fair, why? \_\_\_\_\_  
 [ 3 ] Good [ 4 ] Excellent  
 [ 5 ] Unsure

<b>For each of the following statements, please tell me if you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree Kalamazoo Community Foundation</b>	
<b>17. Is creating a community where every person can reach full potential</b>	[ 1 ] Strongly disagree, why? _____ [ 2 ] Disagree, why? _____ [ 3 ] Neither agree nor disagree [ 4 ] Agree [ 5 ] Strongly agree [ 6 ] Unsure
<b>18. Distributes resources throughout Kalamazoo County</b>	[ 1 ] Strongly disagree, why? _____ [ 2 ] Disagree, why? _____ [ 3 ] Neither agree nor disagree [ 4 ] Agree [ 5 ] Strongly agree [ 6 ] Unsure
<b>19. Serves all communities within Kalamazoo County</b>	[ 1 ] Strongly disagree, why? _____ [ 2 ] Disagree, why? _____ [ 3 ] Neither agree nor disagree [ 4 ] Agree [ 5 ] Strongly agree [ 6 ] Unsure
<b>20. What issues or programs do you think Kalamazoo Community Foundation should address or support?</b>	[ 1 ] Support: _____ [ 2 ] Unsure
<b>21. The Kalamazoo Community Foundation is changing how it works. They will be dedicated to transforming the community by building on the strengths of the community. What would you consider to be one of the greatest strengths of our community?</b>	[ 1 ] Strength, list: _____ [ 2 ] Unsure
<b>22. Have you ever donated to Kalamazoo Community Foundation? If so, did you donate in the past year or more than a year ago?</b>	[ 1 ] Donated, in past year [ 2 ] Donated, more than a year ago [ 3 ] Did not donate [ 4 ] Unsure
<b>23. If Kalamazoo Community Foundation wanted to provide you with general information about their organization and services, to which of the following would you pay the most attention? (Read choices/ Check only ONE)</b>	[ 1 ] Mailing [ 2 ] E-mail [ 3 ] Web site [ 4 ] Community events [ 5 ] Newspaper [ 6 ] Radio [ 7 ] Newsletter [ 8 ] Workplace communication [ 9 ] Local television [ 10 ] Facebook [ 11 ] Twitter [ 12 ] Other: _____ [ 13 ] Unsure
<b>24. In order to use this information, we need to know a little bit about you . . . . . What is your age? (Read choices)</b>	[ 1 ] 18-24 [ 2 ] 25-34 [ 3 ] 35-44 [ 4 ] 45-54 [ 5 ] 55-64 [ 6 ] 65 and over [ 7 ] Refused
<b>25. Is your race . . . (Read choices)</b>	[ 1 ] African-American/Black [ 2 ] Caucasian/White [ 3 ] American Indian/Native American [ 4 ] Asian [ 5 ] Hispanic [ 6 ] Multiracial/Multicultural [ 7 ] Other: _____ [ 8 ] Refused
<b>26. What is the last grade or class you completed in school?</b>	[ 1 ] Less than high school [ 2 ] High school graduate [ 3 ] Business, technical, or vocational school [ 4 ] Some college - no four-year degree [ 5 ] College graduate (BS, BA, or other four-year degree) [ 6 ] Postgraduate training [ 7 ] Refused
<b>27. In the past year, approximately how much money did you give to charitable or nonprofit organizations? (Read choices)</b>	[ 1 ] None [ 2 ] Under \$100 [ 3 ] \$100 to \$499 [ 4 ] \$500-\$999 [ 5 ] \$1,000 to \$1,999 [ 6 ] \$2,000 to \$4,999 [ 7 ] \$5,000 to \$9,999 [ 8 ] \$10,000 or more [ 9 ] Unsure
<b>28. Which range best represents your total household income before taxes? (Read choices)</b>	[ 1 ] Below \$25,000 [ 2 ] \$25,000 to \$34,999 [ 3 ] \$35,000 to \$49,999 [ 4 ] \$50,000 to \$74,999 [ 5 ] \$75,000 to \$99,999 [ 6 ] \$100,000 to \$124,999 [ 7 ] \$125,000 to \$149,999 [ 8 ] \$150,000 and over [ 9 ] Refused
<b>This concludes our survey. Thank you very much for your time and participation. Have a good evening.</b>	
<b>29. (Determine by voice) Gender of respondent</b>	[ 1 ] Male [ 2 ] Female

**2015 Community Survey  
Kalamazoo Community Foundation**

**Project Consultant:** Gary M. Goscenski

**Project Team Members:** Katie Bolter, Kirsten Koefoed, Kasey McGill, Karen Ruff, Jade Weissert

Founded in 1987, Perspectives Consulting Group, Inc. provides planning, consulting, research, and ideas to maximize impact for every nonprofit organization.

We firmly believe and practice the following guiding philosophies:

- To provide the client with what they need, when they need it.
- To follow the simple process of listening, planning, researching, analyzing, evaluating, and reporting for each client and project.
- To treat each client's situation as unique and individual, providing the best combination of services to meet the client's needs.
- To maintain a state of involvement that allows clear, unbiased objectivity that ensures and protects the confidentiality of the client's situation.

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