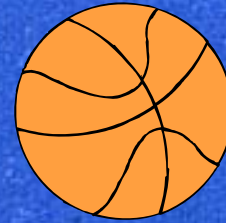
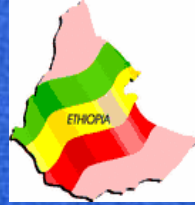
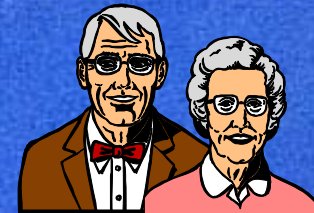


1



PHILANTHROPIC PROFILE: MOTIVATIONS FOR GIVING

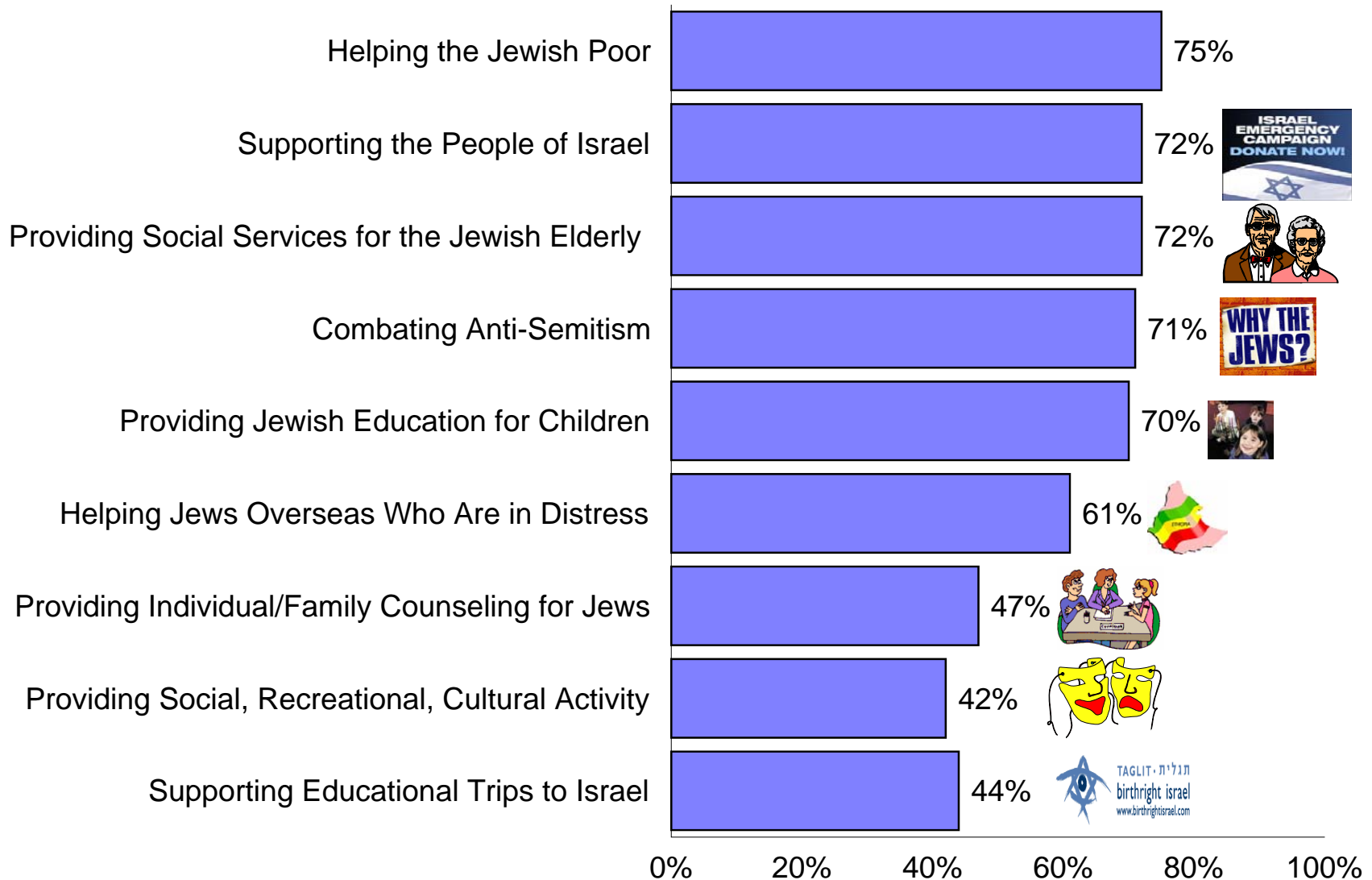


2

IMPORTANCE OF MOTIVATIONS TO DONATE TO A JEWISH ORGANIZATION

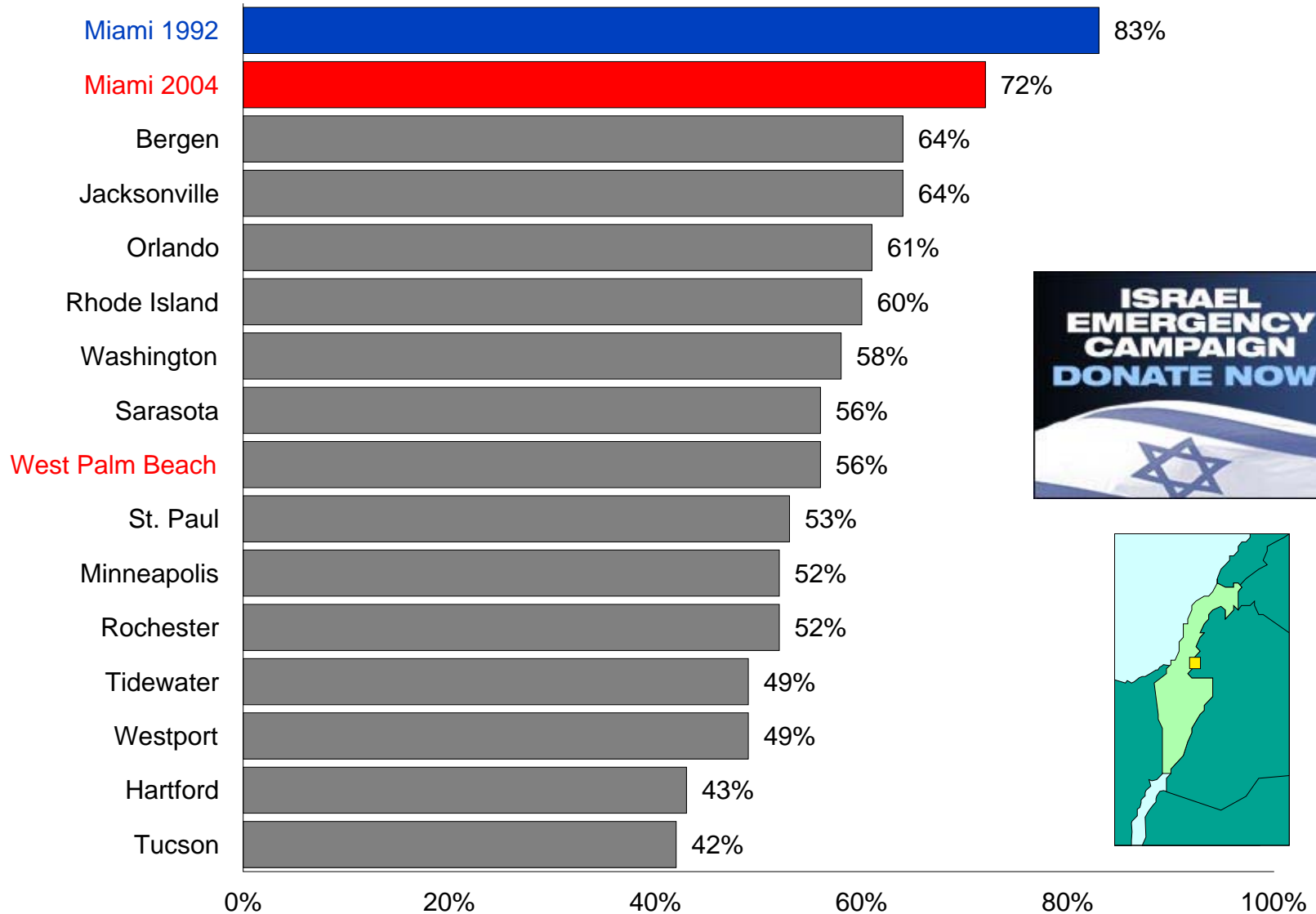
% Very Important

(Respondents in Households Who Donated \$100 and Over to Jewish Charities in the Past Year)



3

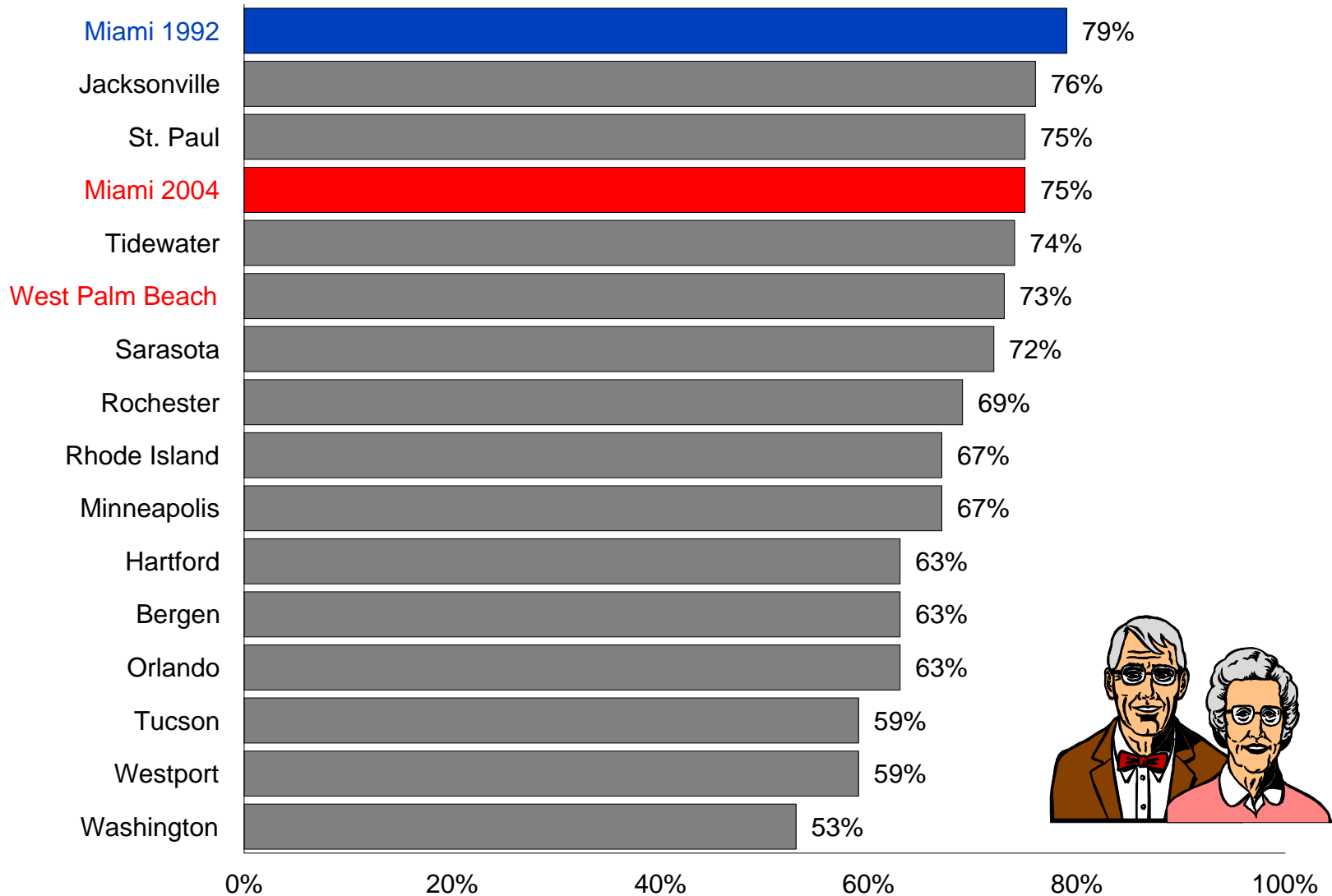
IMPORTANCE OF SUPPORTING THE PEOPLE OF ISRAEL AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION % Very Important



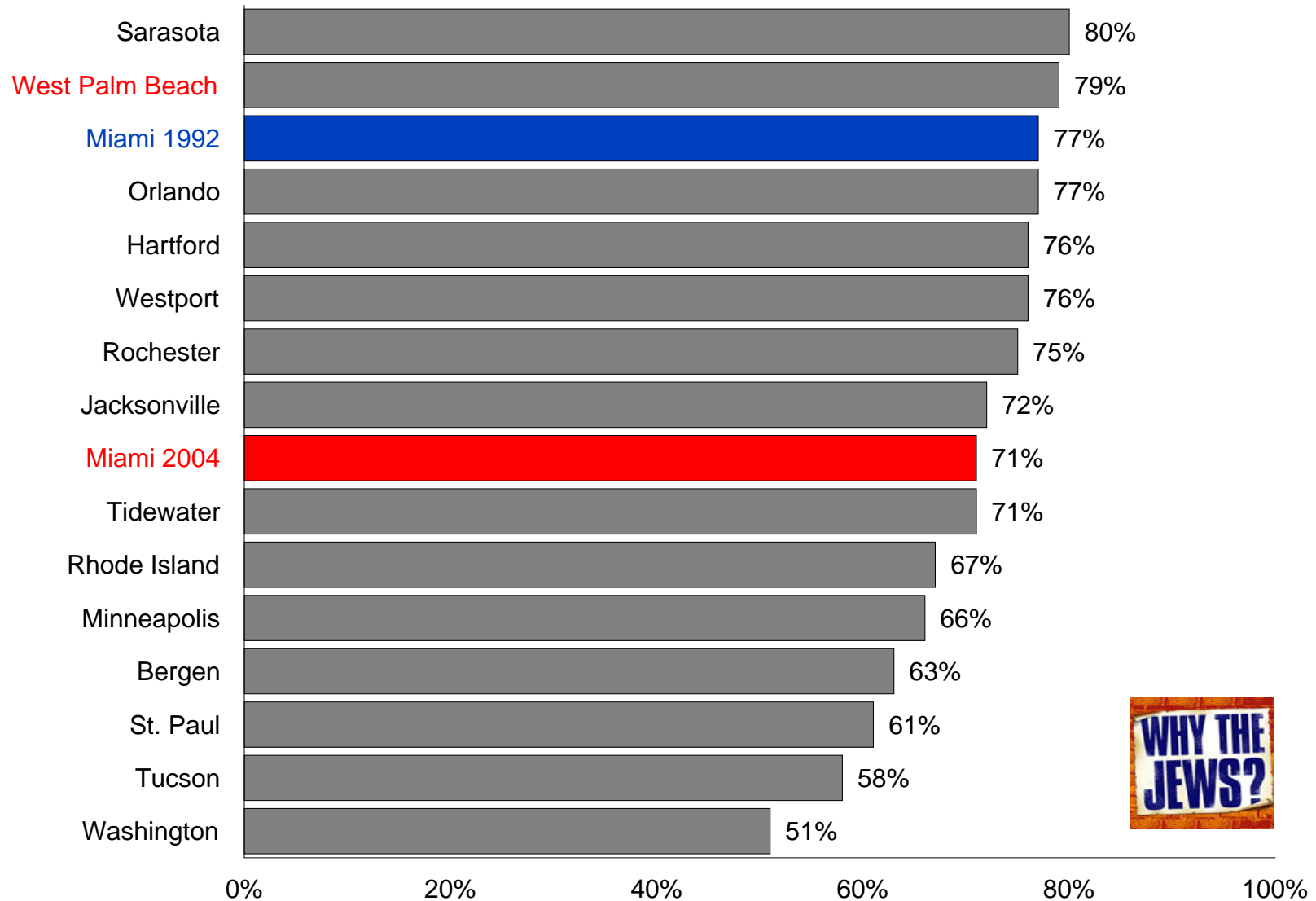
4

IMPORTANCE OF PROVIDING SOCIAL SERVICES FOR THE JEWISH ELDERLY AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION

% Very Important



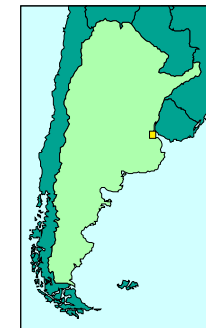
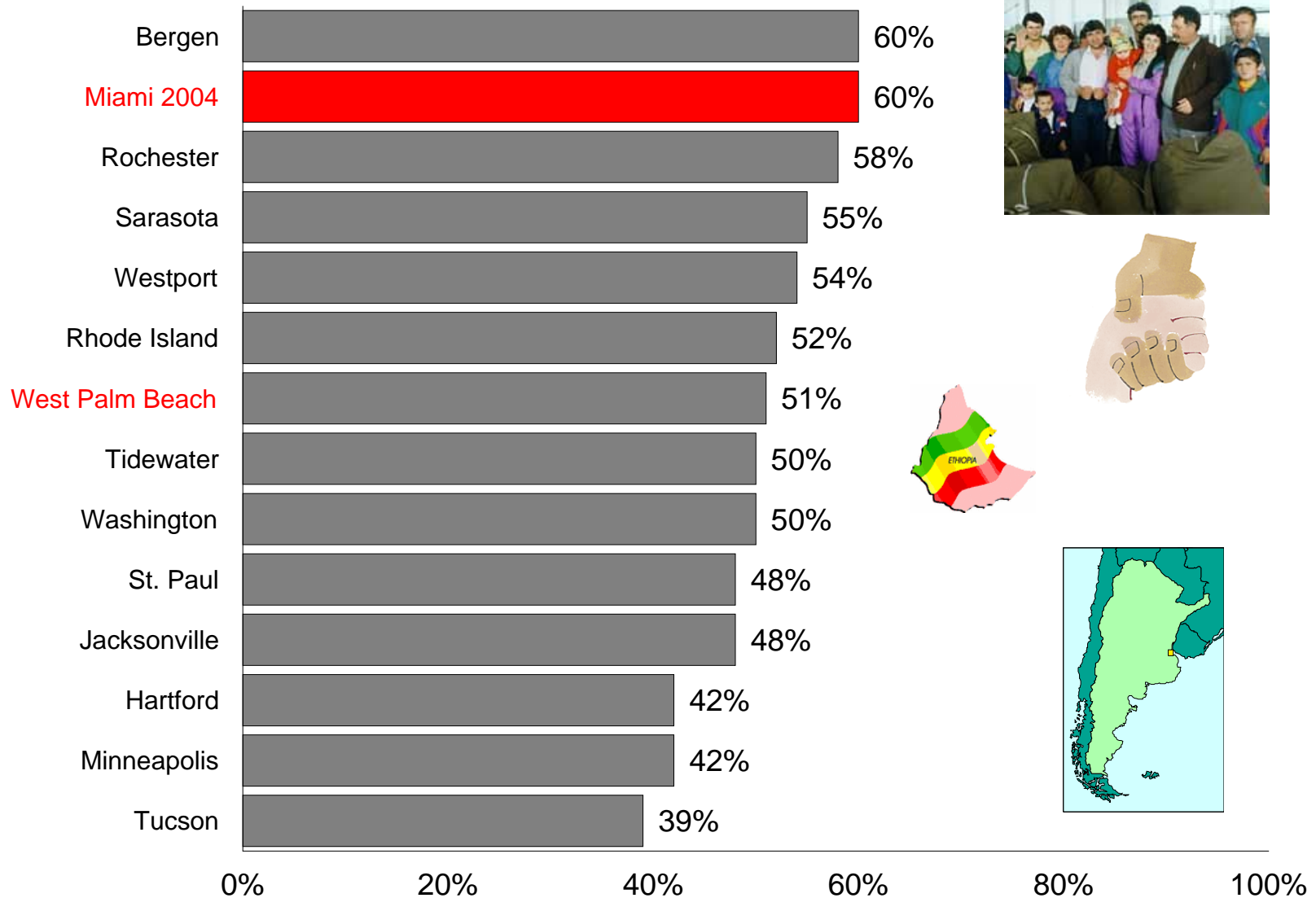
**IMPORTANCE OF
COMBATING ANTI-SEMITISM
AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION**
% Very Important



6

IMPORTANCE OF HELPING JEWS OVERSEAS WHO ARE IN DISTRESS AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION

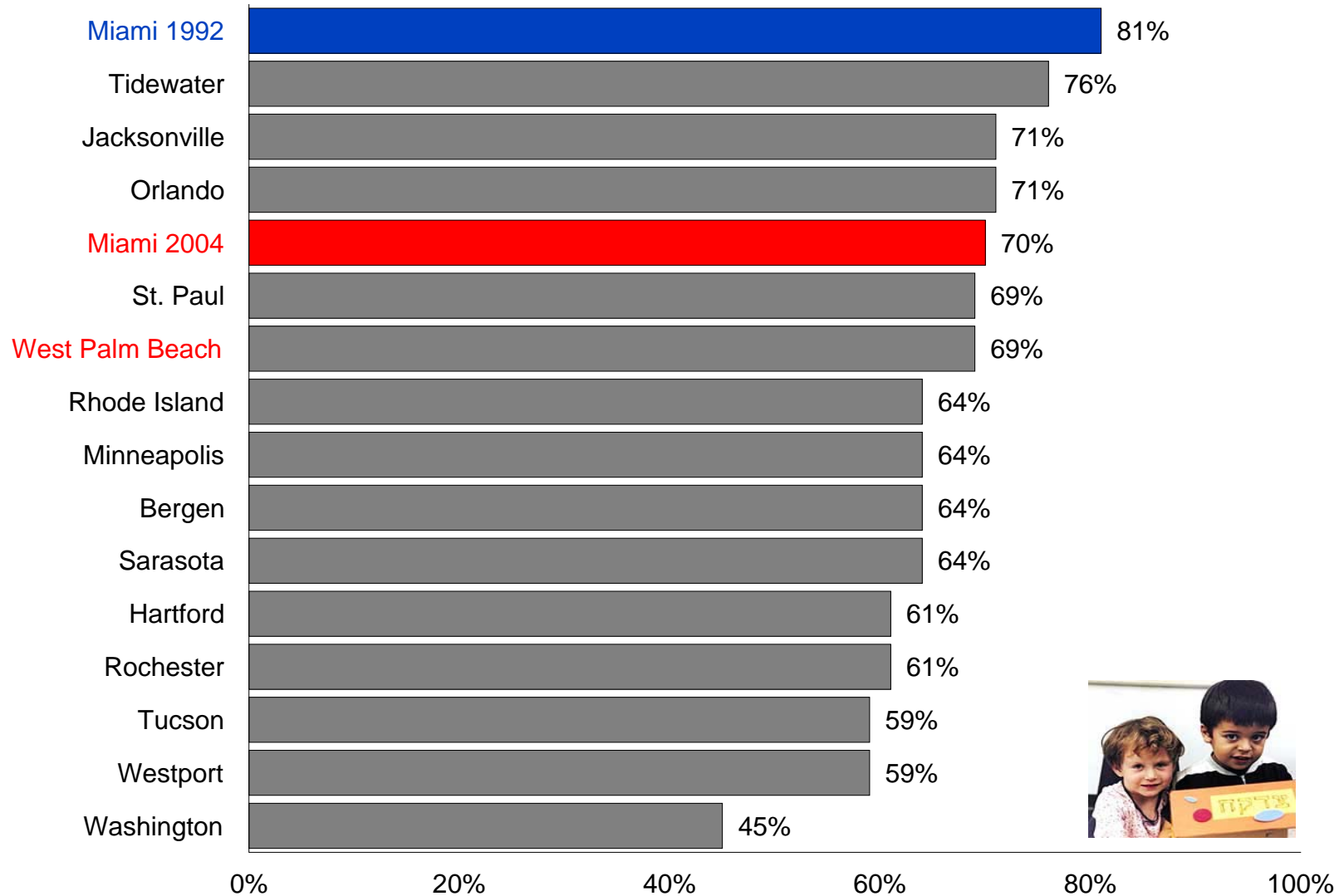
% Very Important



7

IMPORTANCE OF PROVIDING JEWISH EDUCATION FOR CHILDREN AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION

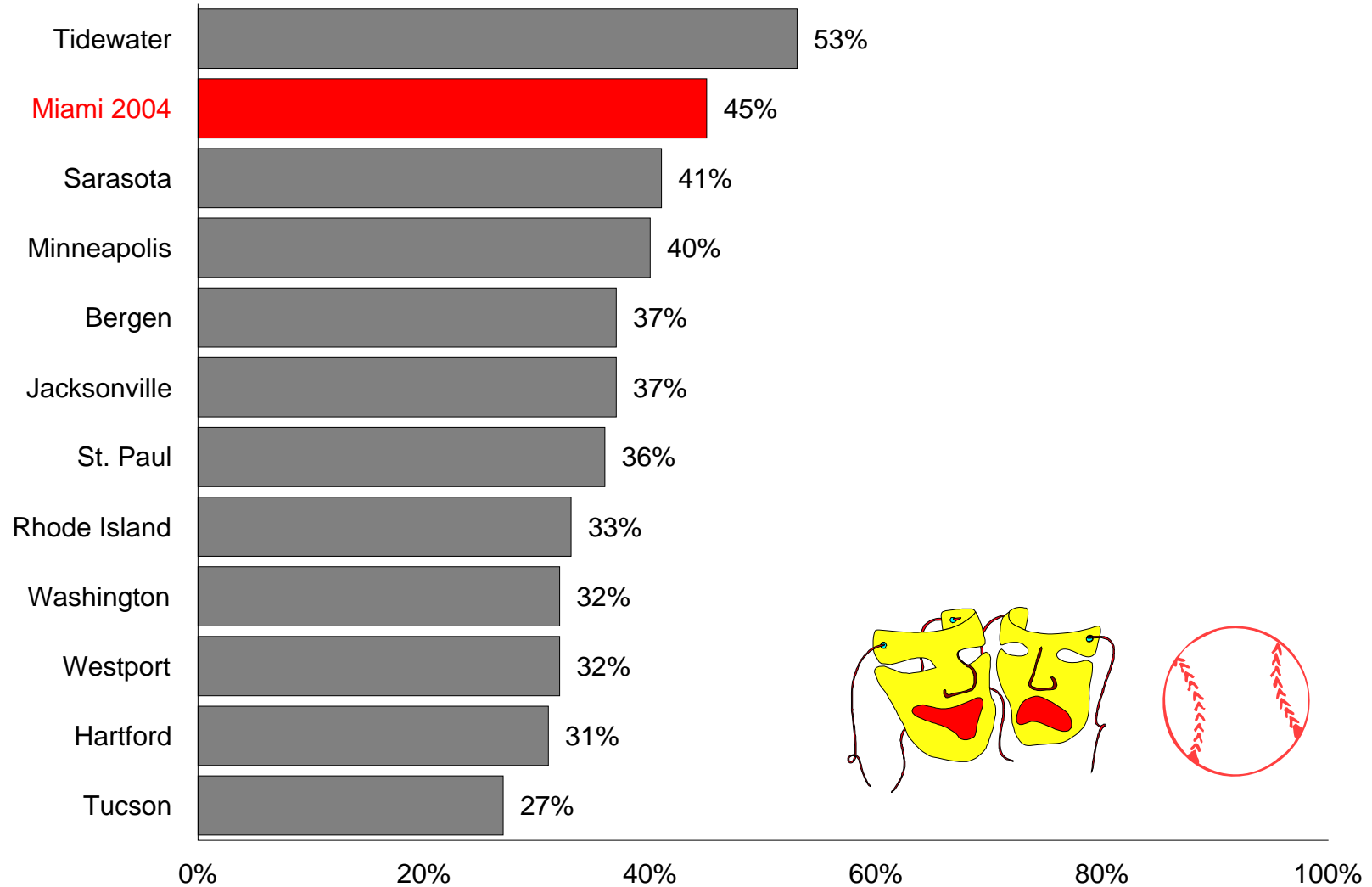
% Very Important



8

IMPORTANCE OF PROVIDING SOCIAL, RECREATIONAL, AND CULTURAL ACTIVITIES FOR JEWS AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION

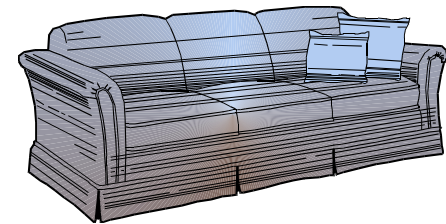
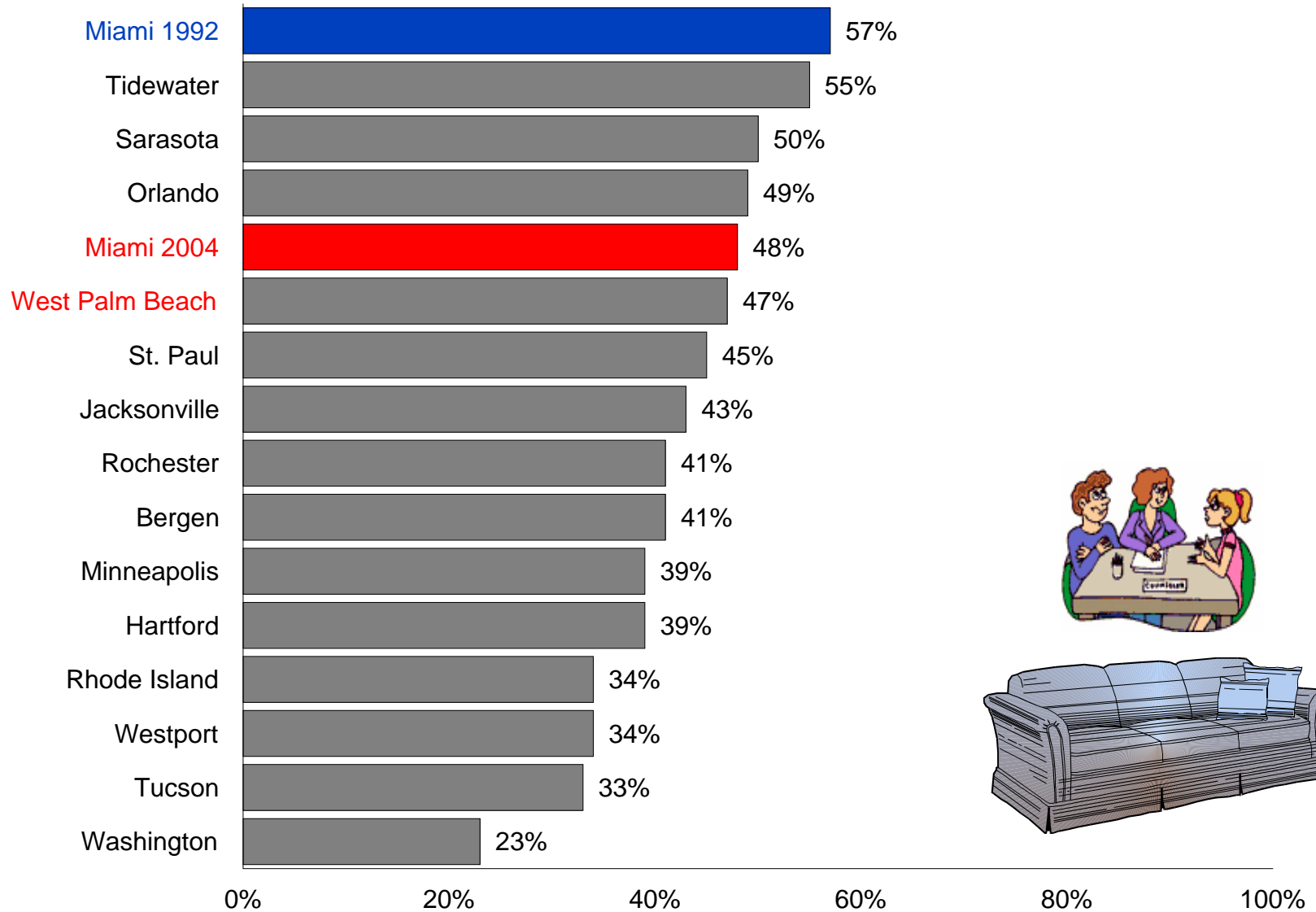
% Very Important



9

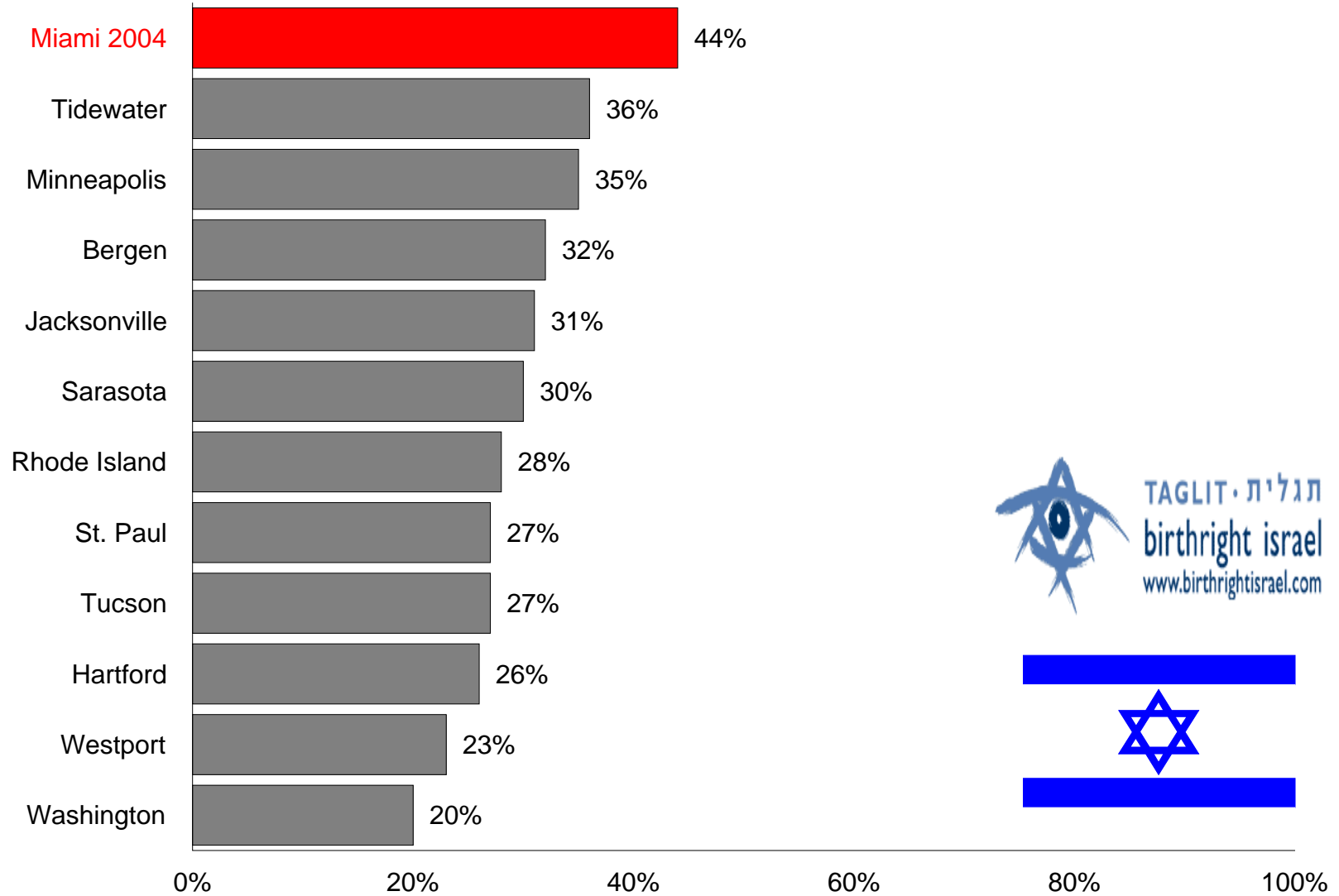
IMPORTANCE OF PROVIDING INDIVIDUAL AND FAMILY COUNSELING FOR JEWS AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION

% Very Important



10

IMPORTANCE OF SUPPORTING EDUCATIONAL TRIPS TO ISRAEL AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION % Very Important

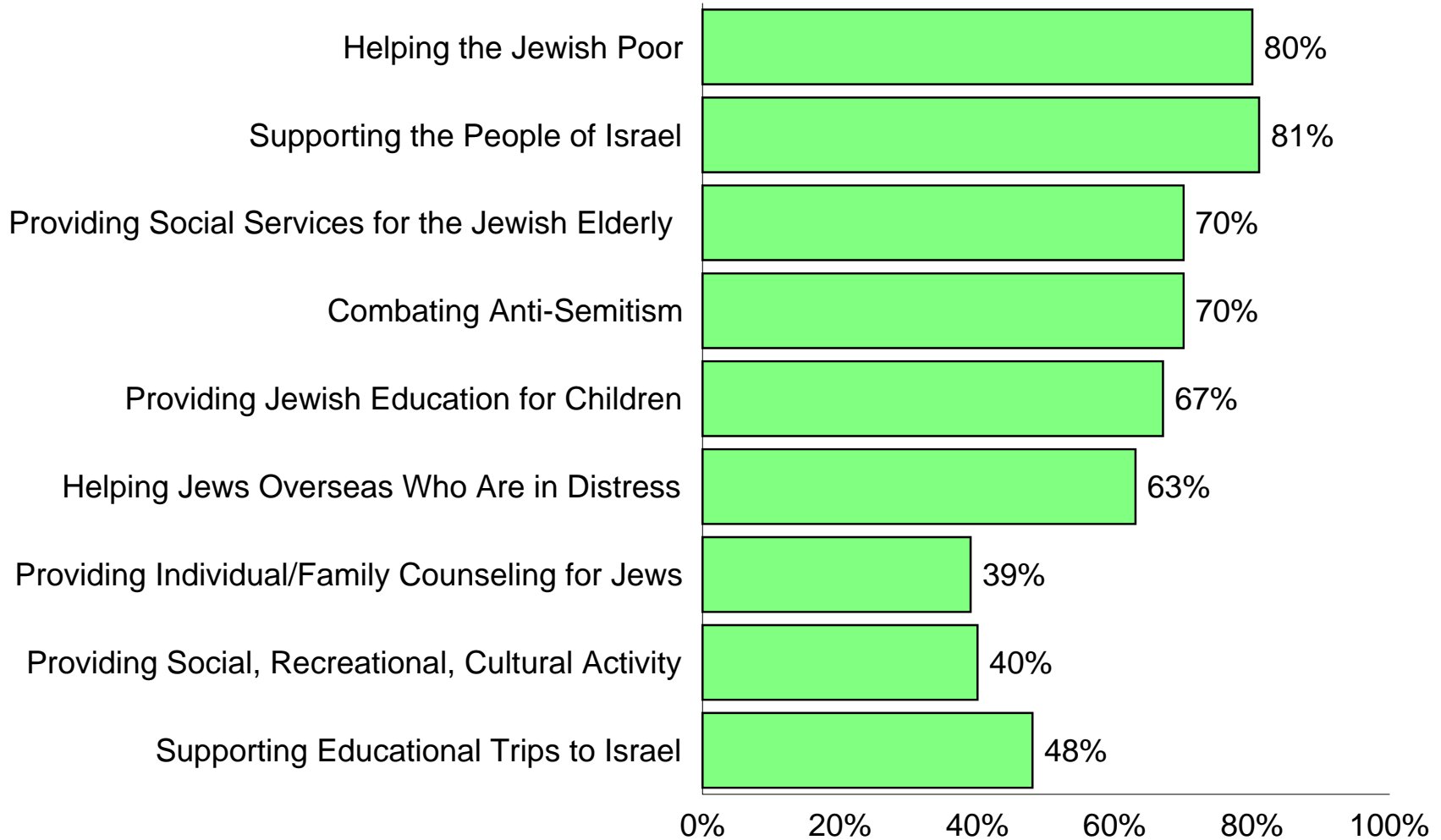


11

IMPORTANCE OF MOTIVATIONS TO DONATE TO A JEWISH ORGANIZATION

% Very Important

(Respondents in Households Who Donated \$500 and Over to the Jewish Federation in the Past Year)



12



WOULD DONATE MORE TO JEWISH FEDERATION IF:

(Respondents in Households Who Donated \$100 and Over to GMJF in the Past Year)



Had More Say Over How Money Was Spent



35%



More Money Went to Local Needs



34%



Asked by a Close Friend



29%



More Money Went to Israel and Overseas



28%



Received More Recognition for Donation



5%

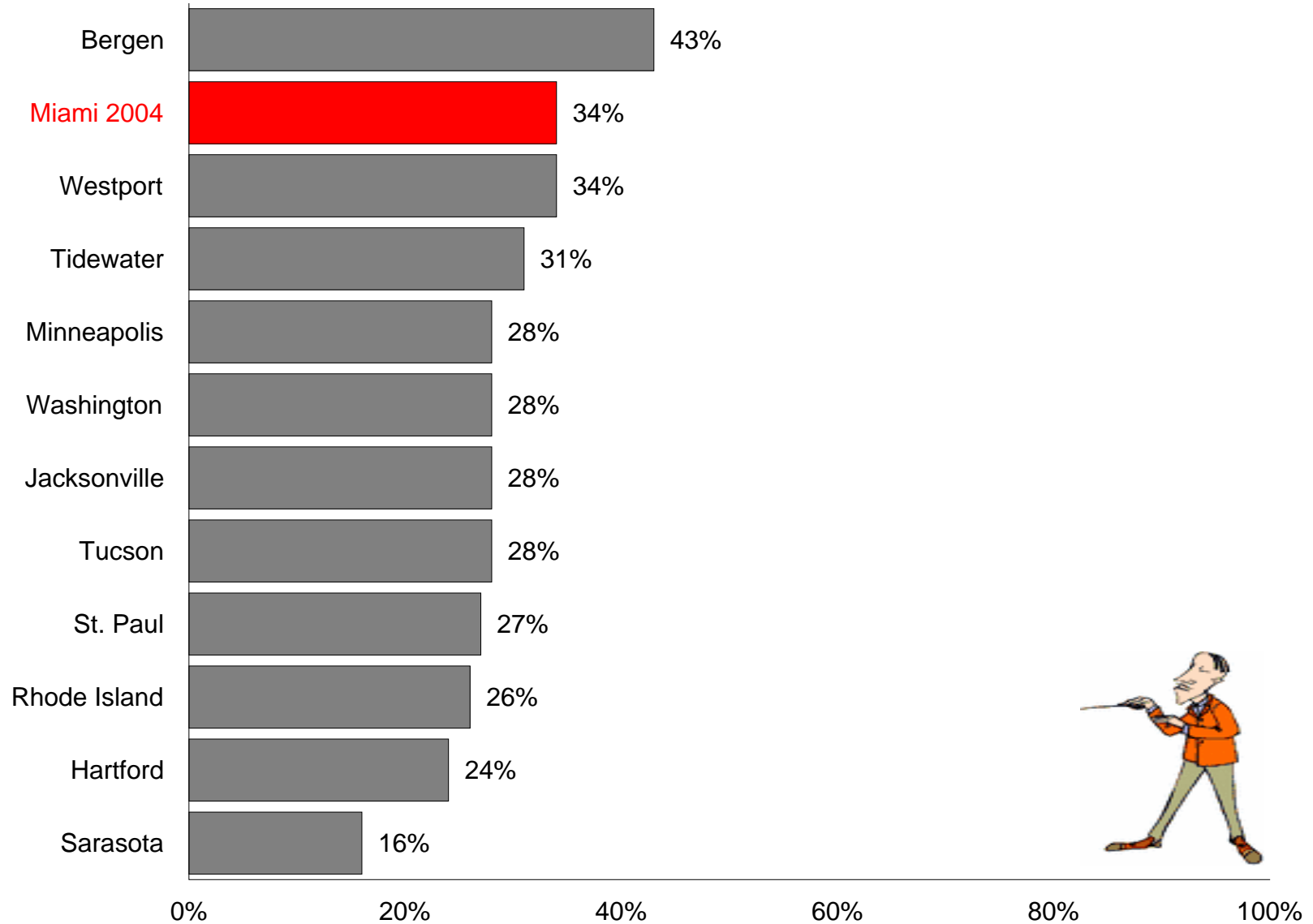


0% 20% 40% 60% 80% 100%

13

WOULD DONATE MORE TO LOCAL JEWISH FEDERATION IF:

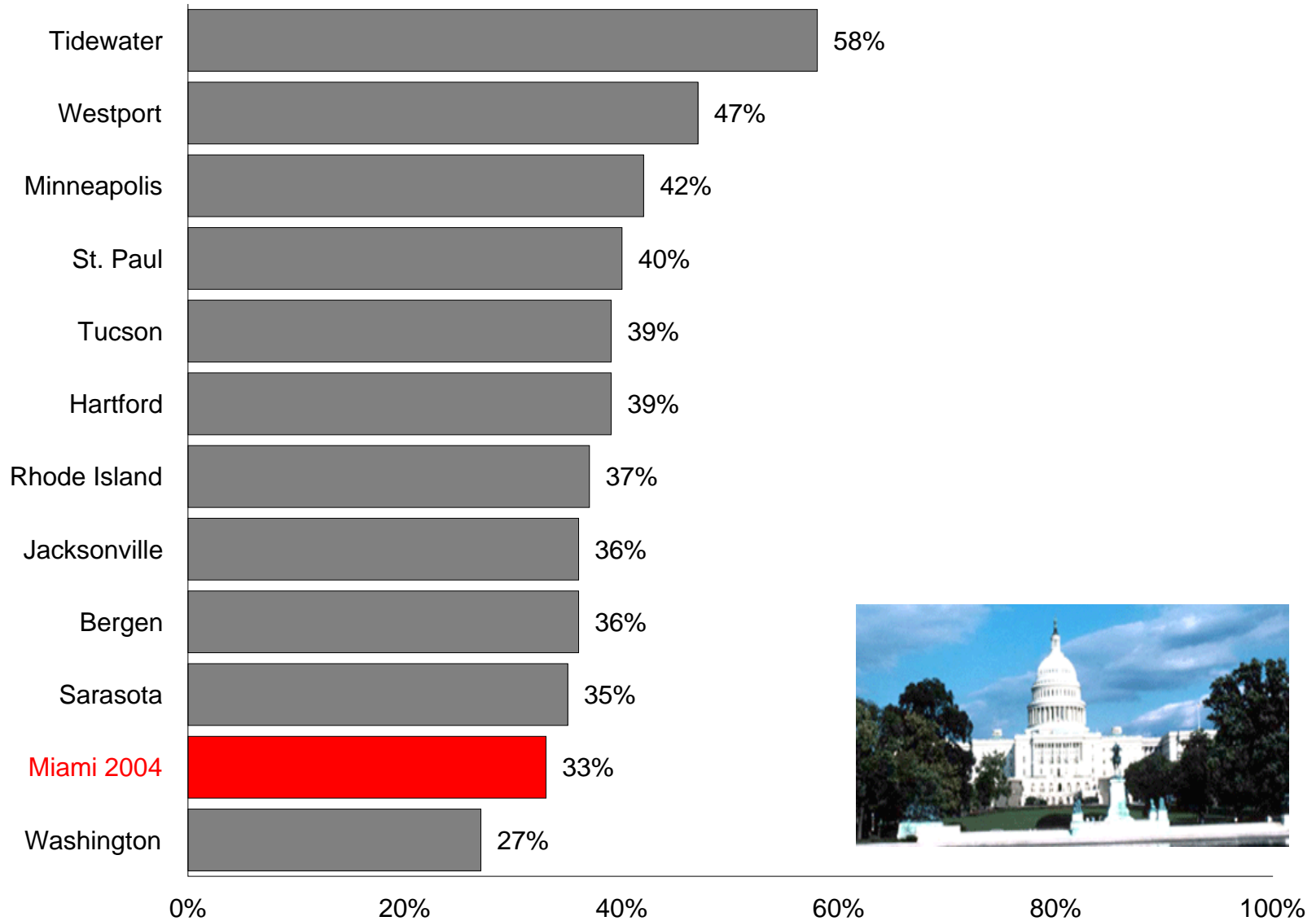
HAD MORE SAY OVER HOW MONEY WAS SPENT



14

WOULD DONATE MORE TO LOCAL JEWISH FEDERATION IF:

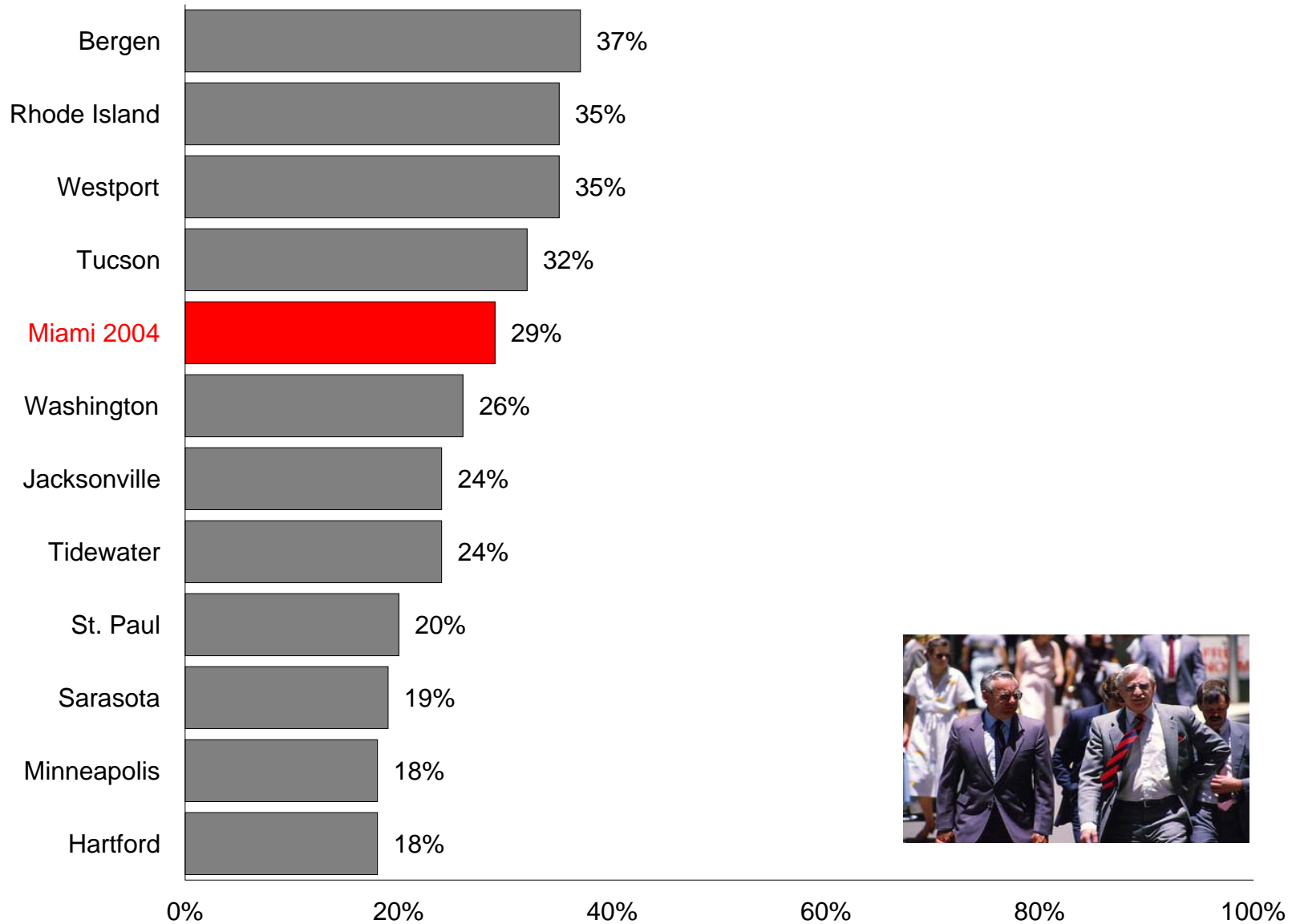
MORE MONEY WENT TO LOCAL NEEDS



15

WOULD DONATE MORE TO LOCAL JEWISH FEDERATION IF:

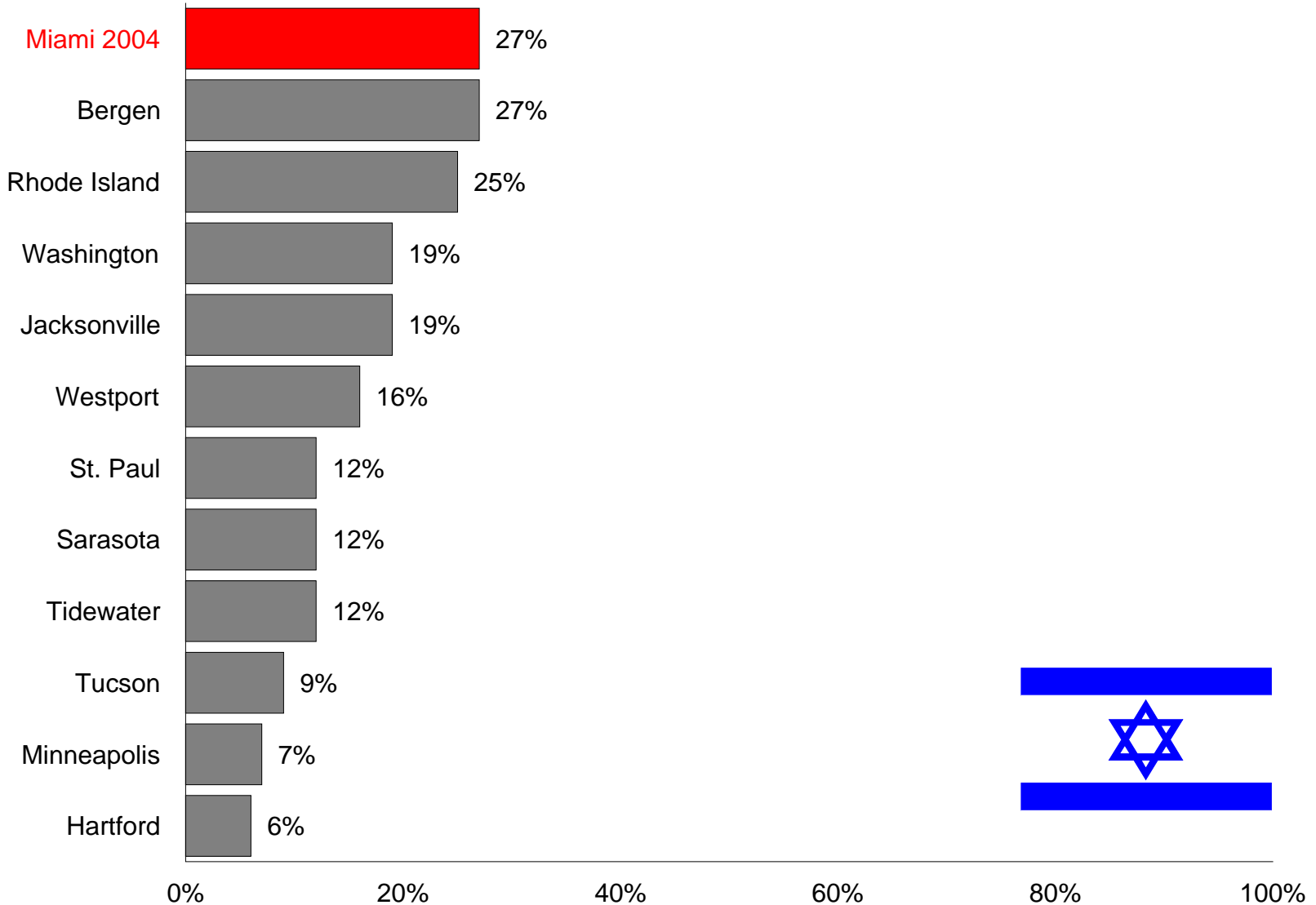
ASKED BY A CLOSE FRIEND



16

WOULD DONATE MORE TO LOCAL JEWISH FEDERATION IF:

MORE MONEY WENT TO NEEDS IN ISRAEL AND OVERSEAS



17

WOULD DONATE MORE TO LOCAL JEWISH FEDERATION IF:

RECEIVED MORE RECOGNITION FOR DONATION

